

2025 Designer Teams Activities

SUAD | China

As designers, you will need to respond to your Clients' project brief. You will have a chance to clarify your tasks with your clients before they finalise the briefs. You will be required to propose a design concept of an item, which is **celebrating the daily joys of life**.

As you will be addressing issues in a different cultural context, you should use your clients' local expertise to provide you with information in order for you as designers to successfully address the given issues. As the users are specific, that is grandparents of your clients, the clients have access to the users and should be able to provide information to support your design innovation process.

You will need to communicate your weekly work in progress to your clients so that they are able to provide you with feedback. Also, you will need to provide your clients with detailed information which they can use to construct a model/prototype and to generate promotional video and how brings a joy to the users.

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Designer Teams Schedule

SUAD | China

NOTE: The weekly submissions are as per your Clients Project Briefs.

Introduction 29 September to 05 October 2025 | Week 01

Introduction to the international project

Week 02 | Introduction 06–12 October 2024 | Week 02

Deliverables | Personal Profile

Prepare a brief profile about yourself with photos. You will upload your profile onto your allocated Design Project site.

Profiles will enable other participating students and lecturers to find out about you. **So, make it interesting read...**

The other students might like to know where your hometown is, and what are your hobbies and your future plans after you will graduate.

You may like to say something about your favourite design project you have done in the past and share a picture or two. What are your strong skills?

Do you have a favourite book, movie or TV series? What is your favourite hiding place where your university is located?

Please remember to include your contact details such as your email, mobile number and what social media you are using such as WhatsApp, WeChat, Signal, Telegram, Line, Kakao Talk, Skype and so on.

You can always update your profile post, so you do not need to have it perfect in the first go.

DELIVERABLE | Design Team Banner

Develop your design team's name, logo and banner for your project website which try to keep ratio of 1350 by 270 pixels

The Banner needs to include the following:

- design team's logo
- design team's name
- design team members' photos and names

Please create Gravatar account using <https://en.gravatar.com/> **you need to use the same email as you use to log onto your project site.** Upload your photo onto the Gravatar account. This photo will be associated with your project website and any other WordPress websites you use the same email account to log onto.

Examples of past designer teams banners





Feedback on the Initial Brief 13–19 October 2025 | Week 03

DELIVERABLE: Review and provide feedback on the draft Client Brief provided by your clients.

NOTE: As the Clients have submitted their Initial Client Brief on your project site also submit your feedback related to their Client Brief on your site.

Feedback on the Refined Brief 20–26 October 2025 | Week 04

Action: Review the refined design brief. Arrange a meeting with your Clients to clarify any points in their Client Briefs and agree on the version which you will use to guide your design work.

As Designers you will use the agreed Client Brief to develop your team's design project plan which you will use to manage your design process development.

For example:

- What design methods/tools will you use during the design project?
- How will you aggregate and make sense your user data?
- How will you use the information to develop design criteria?

Initial Concept Designs 27 October to 02 November 2025 | Week 05

DELIVERABLE: Thursday 30th October | **3 or more individual initial design concepts**

Develop 3 or more individual initial design concepts addressing issues outlined in the Client Brief. Upload your design concepts onto your design team project sites. Each concept should illustrate how it is addressing the Clients Brief.

Think how you may curate your information so that the Clients can provide you with specific feedback on each of your concepts. For example, you may like to check that each concept is named to identify it, is dated, has your name and explains how the user might benefit from using it.

Refined Design 03–09 November 2025 | Week 06

DELIVERABLE: Tuesday 28 October, upload 2 variations of the refined design concept by your team addressing feedback from your Clients.

Design Deliverables 10–16 November 2025 | Week 07

DELIVERABLE: Tuesday 5 November, supply your clients with agreed deliverables.

Upload your team's design concept which includes: technical drawings, 'Ikea-style' instruction on how to assemble the model/mock-up, description of how the design innovation should be promoted, distributed, used and disposed or re-appropriated.

17–23 November 2025 | Week 08

If requested you may need to assist your Clients

ACTIVITY: Internal presentations of what design solutions each of teams submitted to their counterparts

24–30 November 2025 | Week 09

If requested you may need to assist your Clients

Presentations 03 December 2025 | Week 10

Schedule will be made available close the date.

Individual Reflective Report

Review promotional and evaluation boards from your Clients.

Submit a 2000 words individual reflective account on what strategies you as a designer have or may incorporated into your design practice to address contemporary cultural influences. Your individual reflection is due on 7 January 2025