

Y3 Project Brief: QBR

8th February 2013 – 22nd March 2013



Background:

The Queen's Baton Relay is one of the greatest traditions of the Commonwealth Games and one of the most effective tools to generate positive international media coverage and community awareness and support for the Games. The QBR directly reaches people that may not otherwise be involved (as spectators etc) in the Commonwealth Games, allowing them the opportunity to be part of and support the Games. By travelling through other Commonwealth nations, the QBR also supports a sense of unity among the people of the Commonwealth.

The QBR has been the traditional curtain raiser to the Commonwealth Games since the 1958 Games in Cardiff. From there, it has developed into a permanent symbol of unity and diversity, binding all the nations and territories of the Commonwealth with the message of peace and harmony through sports.

The relay traditionally commences at Buckingham Palace. Her Majesty The Queen places her message to the athletes within the baton. The baton is then passed on to the first honorary relay runner and from there its journey officially begins on Commonwealth Day (2nd Monday in March) when H.M. Queen Elizabeth II hands the Queen's Baton to the next host nation staging the Games.

The relay ends at the Commonwealth Games Opening Ceremony. It is here that the Queen, or her representative, is given the baton and the hidden message is read aloud officially declaring the Games open.

Since its introduction, the relay has developed in both scale and significance to include more nations, involve more participants and generate more excitement than ever before. The Glasgow 2014 QBR will visit all Commonwealth nations before travelling throughout Scotland in the lead up to the Games.

The Glasgow 2014 Commonwealth Games requires a unique and inspiring Queen's Baton which will capture the imagination of the public throughout Glasgow as the host city, Scotland, the other home nations and across the Commonwealth.

Outline:

The success of the Queen's Baton hinges on integrating the sporting, cultural and technology requirements in to one unified narrative that embodies the core values of the 2014 Games.

The project output will include product design proposals for a baton and related items that will create a positive experience for the range of stakeholders involved in the Queen's Baton Relay.

When a product is built around a focused theme and strong narrative it not only helps to define its physical attributes but also helps the user engage and identify with it. Storytelling can elevate a product from an object to an experience. It is important that the Baton is treated as part of the larger games experience and not as an object in isolation.

This story would seek to fulfil and unify the main requirements of providing an exciting countdown to the games and inviting participation from athletes and citizens of the commonwealth while capturing the unique personality and character of Glasgow and Scotland as a whole.

Approach:

Research will initially be carried out in groups then working individually, you will be responsible for developing a distinct project outcome presented to a high level of detail and resolution that meets the requirements laid out in this brief. Following a holistic design approach, consideration will be given to both practical and emotional needs to achieve the optimum balance between the functional, creative and commercial goals. Insights and a unifying design narrative will be identified through exploration into the design themes that incorporate the sporting, cultural and inclusive values of the Glasgow 2014 Games.

The designs will then be further developed to an experience prototype level that communicates how people will interact with and use the baton. To further explain how the product will be used, the projects will be presented with visualisations of the appropriate user scenario(s) using storyboards and/or video prototypes. Consideration will be given to the economics of the proposals.

Project related workshops, talks and visits:

- Background to the Queen's Baton and tendering
- Aesthetics, materials, finishes
- Engineering drawing
- Practical electronics support
- CA Models (tbc)
- Field trip to David Mellor Design

Danny Kane
Kirsty Murray
Matt Marais
"Big Clive"

Deliverables:

- Individual A3 reflective **design process journal**, printed and in PDF format, communicating your understanding of the design proposal and rationale illustrating the reasoning behind the design. Remember this is not a chronological record listing events. Max 10 pages.
- Individual A3 **design folio** – comprising evidence of sketch sheets, design development work and a summary of relevant research documentation. This should include any relevant models and prototypes (including videos) developed during the project.
- **Physical prototype** to communicate the look and feel of your baton design together with a supporting final storyboard and/or video prototype.
- **General arrangement** drawing of the final design proposal indicating how you propose the product is assembled.
- Detailed **engineering drawing** of one key custom component of your final design proposal according to BS 308/BS 8888 including the material, surface finish and treatment specifications according to BS 308/BS 8888.
- **A3 poster** communicating the design proposal supported by 3x A3 projectable presentation sheets, printed and in PDF format. The design proposal should encompass not simply the baton itself, but how the various stakeholders will interact with it and how you propose the baton would be integrated into the opening and closing ceremonies.

Refer to "Project Documentation" pdf provided on the VLE and handed out at the beginning of the 2012/13 academic session for more detailed information.

Key activities:

- Research and investigation
- Engaging with a variety of stakeholders to develop understanding and insights
- Developing an empathic awareness of user experiences within their context
- Design of user experiences that respond to stakeholder needs
- Incorporate human factors into your design with consideration of interaction, aesthetics and sensory design
- Generate concept models and experience prototypes for user feedback and testing
- Develop a refined and detailed design proposition that is manufacturable together with a definition of the system within which it exists
- Visualisation and communication of the final proposal illustrating the benefits, product aesthetics, how it functions and how people interact with it.

General project learning outcomes and assessment criteria:

Learning outcome	Assessment criteria
Apply a user-centred design process: appropriate user research methods; synthesis of research to generate user insights; define opportunities leading to design concept proposals.	Has a user-centred design process been applied in an appropriate and competent manner?
Refine design concepts through evaluation of concepts against user requirements, user feedback and testing of concept models and experience prototypes.	Is there evidence of a range of design concepts developed through evaluation against user requirements, feedback and testing?
Develop a design proposition creating a user experience responding to defined user requirements and that considers aesthetics and sensory ambience of the product/environment.	Does the design proposition create a delightful user experience that is justified by the user requirements taken from the research and brief?
Work effectively in a team as well as individually, exercising initiative and taking account of your own as well as others' roles and responsibilities.	Has the project outcome been developed effectively; have you shown evidence of your individual engagement and understanding of the project design process?
Present and communicate your project clearly and concisely through the project process journal and presentation.	Has your project been communicated clearly and concisely through the project process journal and presentation?

(See also the project documentation for the year on the VLE)

Key dates:

Fri 8 th Feb	pm Project launch	Group immersion research Run 1km with a baton and choreograph a QBR section of the opening ceremony (teams are to make a photographic and film record)	
Thu 14 th Feb	pm Teapot trust workshop		In project space next to workshop
Fri 15 th Feb	3pm Present group research		pm Kirsty Murray pm Danny Kane
Thu 21 st Feb	CA Models Visit TBC		
Fri 22 nd Feb	Group Tutorials		
Thu 28 th Feb	pm Interim presentations Part1	Present 3 concepts	Danny Kane
Fri 1 st Mar	am Interim presentations Part2 pm TPLink workshop	Present 3 concepts	Danny Kane
Wed 6 th Mar	pm TPLink presentations		
Thu 7 th Mar	Field trip		
Fri 8 th Mar	Field trip		
Thu 14 th Mar	Tutorials		
Fri 15 th Mar	Tutorials and Engineering Drawing workshop/talk		pm Kirsty Murray pm Matt Marais, Alex Dobie
			<i>NB Any "The Good Journey" RSA submissions need to be packaged up and sent</i>
Thu 21 st Mar	Preparation		
Fri 22 nd Mar	Final presentation	Present final proposal	am Kirsty Murray
16:00 Monday 15th April		Year submission	

Tutorial groups

Tutorial group 1		Tutorial group 2		Tutorial group 3		Tutorial group 4	
ANNIKA	ACKERMANN	NADIA	BASSIRI	RAMSAY	BLACK	HANNAH	BRYSON
HELEN	CAMPBELL	EOIN	GARVIN	EILIDH	GIBSON	HARRY	HUTTON
HANNAH	KIRKBRIDE	YUSUF	MASSOOD	STEVEN	MCCAULEY	HAZEL	MCLEA
CRAIG	MEAKIN	KAYLEIGH	NELSON	Harry	Opoku Agyeman	MATIAS	RINNE
GORDON	RITCHIE	ANDREW	ROBERTSON	JORDAN	SMITH	EUAN	SPALDING
KIM	STENDAHL	FRANCESCA	STEPHENS	TRISTAN	STONER	JONATHAN	THOMSON
MICHAEL	TOUGHER	ROBERT	TURNER	HEATHER	WALKER	ERIN	WALLACE
CRAIG	WILLIAMS						

Initial research areas to be done in tutorial groups

Group 1	Group 2	Group 3	Group 4
Culture: Glasgow, Scotland	Technologies, Interaction of physical and digital	Journey of the baton, ceremonies	Stakeholders and legacy

Top level requirements:

- The baton should not be heavier than 2kg
- The baton should include the Glasgow 2014 logo
- The baton should not incorporate technology for technology's sake
- The baton should be powered without requiring large, heavy battery packs
- The baton will carry the Queen's Message – a short written document approximately half a page
- The baton must be durable, operable constantly for 12 months
- The baton must include tracking technology (e.g. GPS)
- Accessories required: carry case, floor stand, table display stand, baton adaptors for bicycles / wheelchairs

References:

Also refer to recommended reading in Project Documentation previously circulated in hard copy and on VLE.

- Designing Interactions. Bill Moggridge, The MIT Press, <http://mitpress.mit.edu>, ISBN 0-262-13474-8 www.designinginteractions.com
- Empathic Design: User experience in Product Design. Ilpo Koskinen, Katja Battarbee, Tuuli Mattelmäki, IT Press, www.itpress.biz, ISBN 951-826-708-1
- Designing the Real World. Lon Barfield, Bosko Books, www.idhub.com/realworld, ISBN 0-9547239-1-0
- <http://www.glasgow2014.com/about-us/games-legacy>
- <http://www.glasgow2014.com/about-us/ceremonies-and-culture>