

RES60604
Design Research Methodology
STUDENT's PROGRESSION & REFLECTION WEEKLY UPDATE
August – December 2023 Semester

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e-Portfolio link: <https://sehziqidesignblog.blogspot.com/search/label/Design%20Methodology>

Programme: Bachelor of Design (Honours) in Creative Media

Date	Item – Tasks to Do	Progress Remarks / Action/ Reflection	Student's Signature	Lecturer's Remarks
Week 1	Public Holiday - Not introduced	Public Holiday - Not introduced	Seh Zi Qi	Public Holiday - Not introduced
Week 2	An Introduction towards Design Methodology	We were given an introduction to the module so there wasn't much done	Seh Zi Qi	No remarks because it's the introduction to the module
Week 3	Proposing our topics and research problem towards the lecturer	What I did: - Proposed my topic: "Traditional & Digital Animation" - Proposed my research problem: "Is AI becoming a threat towards animation" - I proposed that AI-created animations may become a threat towards hand-drawn frame-by-frame animation Reflection: - I need to think more about the topic I want to write about and not just spurge on the moment. - I should probably not go into AI since it's a hard topic to write about. - Instead of doing AI, I should do something related towards animation.	Seh Zi Qi	- My topic wasn't thought out enough, I needed to do more research on my topic if I wanted to go into AI as it's recently become such a broad topic. - Maybe I should try going into frame-by-frame animation instead of the AI topic
Week 4	Had the library information and proposed new proposal	What I did: We had the library information thing we had to do to figure out how to use the library in a more extensive view.	Seh Zi Qi	The topic was heavy but needed references from professionals to support my claims, AKA use the

		- Proposed my new topic: “Smooth and “Choppy” Animation” - Proposed my new theme: Design Principles“” - Proposed my new research problem: “The different frame rates within animation can foster different interpretations that may or may not show symbolic and impactful meanings.” Reflection: I learned a lot from the library information and know how to use the library more extensively. My topic is good but it needs more articles to be more viable.		library for this purpose. If not use Google scholar.
Week 5	Proposing refined final topics and proposal to the lecturer	What I did: - Proposed my proposal again. - Proposed my research problem and questions Reflection: I need to use actual written articles instead of blogs or webpages as that’s not what’s in the brief. References from blogs can be used as supporting references	Seh Zi Qi	The topic is still pretty heavy but I need references from professionals to support my claims.
Week 6	Need to refine proposal and start with a critical review	The lecturer was hospitalised so we were on our own	Seh Zi Qi	The lecturer was hospitalised so no remarks were given
Week 7	Showed my final proposal	What I did: - I showed my proposal towards miss and asked for her remarks. - I went through Google Scholar to find articles that was relevant to my research problem Reflection:	Seh Zi Qi	- I need to start on the critical review. - I need to cite my sites with proper APA citations. - My articles have to be from scholars and not just blogs from interviews. - I need to write a Rationale and Hypothesis. - I need to

Week 8	Independent Learning Week	What I did: - Finished my proposal and critical review - Started on simple questions for primary research. Reflection: - I should start on my work early since I've been slacking lately.	Seh Zi Qi	ILW so no remarks given
Week 9	Showed my primary research idea	What I did: - Reviewed my methods of inserting the file. - advice from the lecturer about my citations. - Explained and showed my primary research Reflection: - I need to review the library information again since my citations are right but it needs work. - I need to have a target audience that is into filmmaking and animation for my results to be more viable as people who don't know these things can't give an in-depth view about what I want. - I need 80 participants but as long as some of my participants are enthusiasts or professionals, my data should be viable enough to create results.		- The lecturer asked to just upload the PDFs instead of links. - Use actual citations with the link the lecturer provided, use their surname or last name when citing them in paragraphs - Use more academic words when starting a sentence to make it look more professional. - The target audience is alright but if I need better quality data, I need to ask enthusiasts or people who work within the industry. - Make the survey global since this covers animation. - Qualitative data only needs a few people since it goes into the profession, to have professionals or enthusiasts as interviewees.

				• Don't ask lecturers as they might get tired of hearing the same things again and again.
Week 10	Showing my quantitative data questions	What I did: • Showed my questions per category. • Category 1: Yes or No Questions, Category 2: Option 1 or Option 2 Questions and Category 3: Rating Questions • Qualitative data questions will be the ones that have "(will ask for elaborations)" Reflection: • I should categorise my sections better. • Make an observation study before I go into making a questionnaire.	Seh Zi Qi	Lecturer's comments: • Category can mean different things, so use section instead. • Likert scale should be in • Age should go over 60 years old • Get rid of phone numbers and un-require the name and email. • number the questions • Create a new section where they can leave their contacts • When creating questions, remember not to overlap those questions with the research statement • have sections where they relate to the subject matter. • Modify a new Google form for a better view • For qualitative data, ask for their profession or maybe have partitioners • Show examples via images or videos • Do an observation study before doing the questionnaire.

Week 11	Wasn't here because I went for a checkup	Reflection: The questions should be simple so the general public will be able to answer them, even if they aren't from a design background or a big fan of animation.	Seh Zi Qi	Watched recorded videos so no specific feedback
Week 12	Showing my primary data collection and revised proposal	What I did: - Showing my revised proposal, mostly research objective - Showing my primary data collection. Reflection: - I need to figure out my research objective better as it can be argued with and if I want to keep it the same, I have to define it better. - Questionnaire is good but it needs more responses, hopefully genuine and from a background that knows animation.	Seh Zi Qi	- The research Title should be on the first page. - My research objective is alright but I would need to describe it better if I want my objective to be solid. - Find people who are enthusiasts or from an animation background to gain better qualitative data on specific clips. - Thoroughly go through the answers to figure out what answers are from people with specific backgrounds and interpretations
Week 13	Showing my progress for the video	What I did: - Didn't have much to show but the little progress I had. Reflection: - The questions within the primary research may be skewered to my liking which can ultimately mess up the data. - Better start on the presentation :o	Seh Zi Qi	- Stress is an inevitable thing to have when it comes to working on anything so we have to take care of ourselves. - Make sure when making the videos, the equipment should work well or it won't be a good video; i.e. the mic is clear and there's no background noise.

				• just use simplified slides to present • I should create questions that aren't biased and give them free will to describe their opinions.
Week 14	Asked for an extension and asked some questions on how to improve on questionnaire	What I did: • Asked miss for an extension as I have a lot of assignments to do and hand in. Reflection: • I should be more organised when it comes to my assignments.	Seh Zi Qi	• Improve on the questionnaire when you have the time(probably in the holiday)