

Topic Assignment Brief
for
GENERATIVE DESIGN

(Release Date: 12th March 2021)

Assessment Format: 10-page (max.) technical report + Appendices

Report Submission Deadline:
4pm (GMT), Friday 19th March 2021 (Week 19)

Students are advised to read the [Assessment Brief document](#) carefully prior to starting their report, paying particular attention to the section describing how marks will correspond to a hierarchy of achievement.

Topic Assignment:

Request for a client-facing feasibility study using Generative Design

You are employed by one of the major consultancies (e.g. McKinsey & Company, BCG, PA Consulting) and have been tasked with undertaking a feasibility study for one of their clients (see options below). You have one week of chargeable time (40 hrs). As part of the submission, you are required to complete a timesheet with 30 min intervals accounted for. Your hourly charge rate as a junior consultant is £180/hr.

You are required to produce a 10-page report. For each section you should succinctly describe your approach/method, any assumptions you have made and preliminary findings/results. The major tasks include:

- Review the client and their current portfolio and identify any industry drivers/trends relevant to them.
- Establish, summarise and prioritise potential opportunities/benefits of Generative Design for the client including design/redesign.
- Select one or more areas/opportunities and undertake some more in-depth analysis using a Generative Design tool.
- Evaluate your results and critically appraise them.
- Draw recommendations for the client, identify the next steps which might include timescale, cost and expected benefits.

You can organise your report as you wish. You must include in the appendix an initial plan for the week and a completed timesheet. You should also include a short discussion of the variance between these as part of your 10-page report. Please also include a paragraph in the main body of the report that details your reasons for choosing your client from the list.

Your report should meet the standard template / guidance

Clients to choose from include:

- Mabey Bridge - <https://www.mabeybridge.com/>
- Wright Buses - <https://www.wrightbus.com/>
- Ciclotte - <https://www.ciclotte.com/en/store/>
- Burgess Yachts - <https://www.burgessyachts.com/>