Module specification

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Refer to guidance notes for completion of each section of the specification.

Module Code	ARA503
Module Title	Communication and Analysis Architectural Interior Design
Level	5
Credit value	20
Faculty	Arts, Science and Technology
HECoS Code	100583
Cost Code	GAAA

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Architectural Interior Design	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	40 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**40** hrs
Placement / work based learning	0 hrs
Guided independent study	160 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	July 2017
With effect from date	September 2022
Date and details of revision	September 2022 - updated template

Module aims

- To enable students to further develop their skills and expertise in graphic presentation to communicate their ideas and development effectively
- To develop a versatility with visual concepts and to research and develop new and dynamic means of effective communication.
- To establish levels of confidence within students which enable students to operate effectively in the workplace including reflective practice, versatility and flexibility as part of the design process, and to engage students in generating and defending their design approach.
- To encourage reflective practice, versatility and flexibility as part of the design process, and to engage students in generating and defending their design approach.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Analyse and reflect upon the interpretation of the brief identify requirements, problems and main objectives of the design process within the appropriate physical, social and economic context of the site and scope.
2	Identify and exploit functional planning processes, through diagrammatic exploration, to achieve successful design development, demonstrating awareness of activity and human use, circulation patterns and user characteristics.
3	Evaluate their own design conclusions through visual methods of scheme presentation, to develop expertise in communicating design proposals to clients, contractors and employers.
4	Effectively demonstrate verbal and visual presentation techniques appropriate to the understanding and success of the scheme.

Assessment

Indicative Assessment Tasks:
This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Details of indicative assessment tasks will be included in each design brief. Normally each intended learning outcome should be assessed only once but may be included in subsequent projects that relate to this module.

The Assessment tasks specified in the project brief will include the presentation of sketchbook, written and collated supported research material, worksheets and rendered designs that demonstrate considered design development. The student will be expected to have fulfilled the criteria agreed at the inception of the module and produce satisfactory final solutions, in the form of finished artwork, completed by the stated deadline. Written and oral evaluation of the project will be presented at the end of the module

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 - 4	Coursework	100

Derogations

Students who have been unsuccessful are allowed one further attempt in each element of assessment in order to redeem failure

Learning and Teaching Strategies

A programme of lectures introduces the various techniques used in graphic communication, linked into studio sessions where tutorial support develops and refines skills. Students are encouraged to experiment and to find their own means of communicating their analysis and subsequent development as soon as their skills develop, moving towards the standards of the profession. The work varies between bubble diagrams, Gantt charts, orthographic projection and more traditional techniques such as axonometric and perspective drawing to collage, montage, model making and various modes of rendering.

Intensive tutoring in studio, during design projects, provides the basis for the delivery of this module, refining and guiding students as they develop solutions. Students maintain a record of development, supporting every design assignment in which they submit and analyse all their alternative design development material in relation to the whole site and to detailed spaces. Tutors encourage the methodical evaluation of alternative schemes leading towards a particular solution and selection for further development.

The programme allows specific time for the development of computer graphics, allowing students to compare and critically assess outcomes. Visual and verbal presentation of projects to the studio group provides opportunity for further critical analysis and discussion.

Indicative Syllabus Outline

Within the programme and in studio sessions intensive examination and practice of a wide range of alternative graphic communication skills prepares the way for later, further application and development. Students have the opportunity to produce and compare manual graphic work with computer generated communication using Vectorworks, Sketchup and Photoshop software packages.

This module further encourages spatial awareness and the focused analysis, through graphic realizations, of sites in terms of quality, character and scale. Students are required to explore the geometry of spatial organisation, concept and expressive technique. Exploration of accurate survey method as the basis for design development, coupled with an interpretation of the client brief, contributes to a dynamic process of analysis and reflection. The development of alternative solutions through loose freehand graphic overlays and sketches is required, as is the establishment of the basic principles of graphic composition relating to layout and the arrangement of visual presentations.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University Harvard Referencing Guidance.*

Essential Reads

Ching, F,D,K. Juroszek, S.P. (2010), *Design Drawing*, John Wiley & Sons

Other indicative reading

Brooker, G. Stone, S. (2012), *From Organisation to Decoration: An interiors Reade*r, Routledge.

Cline, L. (2014), *SketchUp for Interior Design: 3D Visualizing, Designing, and Space Planning*, John Wiley & Sons.

Hughes, A. (2009), *Interior Design Drawing*, Crowood Press.

Lidwell, W. Holden, K. Butler, J. (2010), *Universal Principles of Design*, Rockport Publishing.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Guidance, from the following list, delete the attributes that are not covered by this module

Core Attributes
Engaged
Enterprising

Key Attitudes
Confidence

Practical Skillsets
Organisation
Critical Thinking
Communication