

MODULE SPECIFICATION PROFORMA

Module Code:	ARD620 ARDI (MDes)
---------------------	-----------------------

Module Title:	Graphic Design Degree Project
----------------------	-------------------------------

Level:	6	Credit Value:	40
---------------	---	----------------------	----

Cost Centre(s):	GADC	JACS3 code: HECoS code	W200 100048
------------------------	------	---	----------------

Faculty :	Arts, Science and Technology	Module Leader:	Pauline Amphlett
------------------	------------------------------	-----------------------	------------------

Scheduled learning and teaching hours	80 hrs
Guided independent study	320 hrs
Placement	0 hrs
Module duration (total hours)	400 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) / MDes Graphic Design	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
N/A

Office use only

Initial approval: 01/05/18

Version no: 1

With effect from: 01/09/19

Date and details of revision:

Version no:

Module Aims

- To enable students to effectively manage their time in achieving module objectives during studio and workshop practice.
- To produce a self-initiated body of work which confirms an understanding of advanced concepts and ideas.
- Consolidate and extend creative practice into new areas that demand advanced skills and inventive application of a range of abilities.
- To confirm the location of practice within a theoretical and critical context, identify an intended audience and equate this to relevant and appropriate presentation skills.
- To develop communication skills and professional practice to a high level.
- To prepare students with a substantive body of work that can be showcased for their portfolios and exhibitions.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Independently manage an extensive work programme, plan their time effectively and meet the requirements of deadlines.	KS2	KS3
		KS6	KS9
2	Produce work that is informed by, and contextualised within, relevant theoretical issues and debates.	KS3	KS6
		KS9	
3	Develop substantive and detailed knowledge and understanding in graphic design relevant to their chosen career direction.	KS1	KS2
		KS4	KS5
		KS6	KS8
		KS9	
4	Develop and realise distinctive and creative work through to completed artwork and/or final production within graphic design.	KS1	KS4
		KS5	KS7
		KS8	KS9
5	Produce work showing competence in final design and production methods, culminating in the presentation and showcasing of their work for exhibition or competition festivals.	KS2	KS3
		KS7	KS8
		KS9	

6	Consolidate professional practice, communication skills, design and production processes with due regard to audience.	KS1	KS3
		KS4	KS5
		KS6	KS7
		KS8	KS9

Transferable skills and other attributes

Have developed the ability to write their own assignments, working with a client or member of the staff team contributing to the project aims and objectives.
 To continually develop and improve their communication skills and collaborate with other relevant parties in relation to their projects.
 Continue to build on their creativity process throughout the module.
 Learn to work independently and manage their personal development throughout the module.

Derogations

N/A

Assessment:

After preparing a number of written proposals (which builds upon their experience from Negotiated Study 1) which have been discussed and agreed by the staff team as viable, the student will agree a series of assessment criteria with the responsible tutor and progress to the design and production stages. Students will be continually monitored and advised on their progress; the tutor will advise on relevant research areas. There will be tutorial contact to resolve conceptual, technical or practical difficulties and establish clearly defined objectives. Critical group discussion and formative assessment will take place during the module. The completed work will be assessed at the end of the second semester.

Students will be required to present a reflective journal, which contains written and collected supporting research material and preparatory work, demonstrating considered conceptual and design development. A reflective commentary throughout the written proposals will provide evidence of analysis and show the ability to identify areas for further development.

The student will be expected to have fulfilled the criteria agreed at the inception of the module and produce satisfactory final solutions, either in the form of finished design solutions completed by the stated deadline. Written and/or oral evaluation of the project will be presented at the end of the module.

Assessment Criteria:

In assessing the learning outcomes, a variety of factors will be taken into account, these include:-

Theoretical Knowledge: Evidence of the ability to use and evaluate knowledge and to articulate a theoretical position through previous research and analysis.

Conceptual Ability & Research: Evidence of the ability to independently plan and produce a body of work through the various stages from inception to completion, which comprehensively demonstrates their creative and conceptual ability.

Design Development and Subject skills: Apply creative thinking effectively to problem solving in specific vocational areas within their programme of study with due regard to the constraints of time, cost, commercial requirements and other considerations.

Practical Skills/Use of Media & Techniques: Expression through an advanced understanding of appropriate practices, processes and techniques. Evidence of an awareness, understanding and ownership of their subject and relationship to audience.

Professional Practice: Evidence of the ability to show advanced progression in professional practice with regard to attitude, self-management and personal development. Students will show that they can work independently, set goals, manage workloads and meet deadlines, identify strengths and needs and respond positively to the feedback received on their work from others.

In addition to the above assessment criteria students are expected to further demonstrate professional levels of achievement and competence in aesthetic technical and presentation skills. Students will be required to demonstrate self-reflective and evaluative practice throughout their final semester. This will be evidenced by a evaluative statement at the conclusion, of the module and will be presented at the summative assessment point.

Indicative Assessment Tasks:

Formative discussions and informal assessment of work will take place regularly within group feedback sessions. All students will receive individual assessment and feedback on all the work produced for the module.

Our students will be assessed on their methods of research and their application of visual fundamentals and the processes that they have acquired during the module and it's assignments. Attendance and participation in all module activities will be taken into account during the review of assignment work.

During the assessment of the module learning outcomes, a number of factors will be taken into consideration:

- Application of a variety of research methods.
- Recognition of the processes involved within design methodologies.
- Ability to originate creative design ideas and concepts.
- Demonstrate a variety of drawing and visual language skills.
- Exploration and appraisal of a variety of media and presentation skills.

Students enrolled on the ARDI620 module, i.e. those enrolled on MDes are asked to note that Integrated Masters regulations only permit two attempts at this assessment.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	All (1-6)	Coursework	100		

Learning and Teaching Strategies:

Students are briefed well in advance of the commencement of level 6 as to the nature of their negotiated studies. A statement of intent which includes a considered rationale, aims and objectives for each negotiated module will be discussed and approved through tutorials with appropriate staff team at the start of this level.

Depending on the proposed programme of work, negotiated modules may be undertaken sequentially, or under exceptional circumstances in parallel, provided this has been agreed in advance of the commencement of Negotiated study 1. This flexibility is required in order that relevant visits to exhibitions, conferences, workshops, design companies, participation in competitions or client-based commissions may be planned. As a result, year plans may be adjusted from time to time to coincide with outside opportunities that are accepted into the department.

The teaching where possible will address the need of the individual rather than the group. The student will determine their own work schedules in negotiation with the staff team once their individual objectives for the module have been agreed. This module will be delivered through self-directed study and supported by individual tutorials, group seminars and critiques.

Syllabus outline:

The student will need to have developed the ability to process the various parts of the 'design process' and be able to respond appropriately and creatively to them in preparing for employment as a designer/creative practitioner. Students will in negotiation, plan and implement a body of work in their specialist area of graphic design. They will set their own aims and objectives and will prioritise their learning according to their own career aspirations. A clear and logical progression will be required throughout the negotiated study period. Where it is relevant desirable and appropriate, students will be encouraged to take on appropriate client based work, studio visits and internships, commissions within the module.

The modules flexible structure will enable a student to organise their individual plan of work that can include a client projects, self initiated work and research, which will ultimately lead to the presentation of a major body of work for their portfolio and final year exhibition.

The activity during a negotiated study module will be determined by the student in liaison with the staff team and can include:

- A proposal of work can be based on research material discussed with the staff team and presented to the programme leader.
- The projects agreed will have achievable objectives within the time frame allowed and available resources.
- The work produced during this module should show a consolidating of skills and personal creativity allowing the student to concentrate in a specialist area of choice.
- It should also raise the student's awareness with regard to the role of their practice and include live project work.
- An evaluation of the work produced and presented for assessment will be expected from every student.

Indicative Bibliography:**Essential reading**

The student will take responsibility for collecting reading material relevant to their specialist activity. Tutorial guidance will be offered in this process. An emphasis on the reading of contemporary publications and periodicals will be encouraged.

Other indicative reading

Austin, T. & Doust, R. (2007), *New Media Design*, Laurence King.
Bergstrom, B. (2008), *Essentials of Visual Communication*, Laurence King.
Best, K. (2007), *Design Management*, AVA Publishing.
Bringhurst, R. (2005), *Elements of Typographic Style*, Hartley & Marks Publishers.
Duckett, J. (2011), *HTML & CSS: Design and Build Web Sites*, John Wiley & Son
Wray, A. (2009), *Handmade Graphics: Tools and Techniques Beyond the Mouse*, London: Rotovision.

Periodicals and Weblinks:

Creative Review, Centaur Communications.

K10K: <http://www.k10k.org>

Res, Res Media Group <http://resfest.com>

WIRED, Wired UK, <http://www.wired.com>