Module specification

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Module code	ARD631
Module title	Specialised Project: Graphic Design
Level	6
Credit value	40
Faculty	FAST
HECoS Code	100061 – Graphic Design
Cost Code	GDAC

Programmes in which module to be offered

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

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	8 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	40 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	48 hrs
Placement / work-based learning	0 hrs
Guided independent study	352 hrs
Module duration (total hours)	400 hrs

For office use only	
Initial approval date	16/05/2022
With effect from date	September 2024
Date and details of revision	
Version number	1

Module aims

The aim of this modules is to develop the student's skills required for their progression into a professional career within graphic design and related disciplines. Students will implement the theoretical and practical knowledge they have gained over the past two years of study through a design project that allows them to put their expertise into practice.

The module will focus on developing advanced design skills, business acumen and the use of technology through a design thinking process that helps the students address problems, design challenges and consumer needs.

The module will also:

- Extend the student's knowledge of theory and practice through a professional project that will enable them to reflect on their future careers.
- Further develop a clear understanding of the design thinking process and how they can use it to address design issues and project challenges
- Allow students to apply their design, software and business skills in a professional context
- Improve the student's ability to work individually and in a cross-disciplinary team to address design challenges.

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

1	Demonstrate autonomous time management and professional planning within the graphic design sector.
2	Apply advanced knowledge of theories, techniques, technical and production skills utilised in the development of artwork.
3	Work independently, managing complex problems and tasks, critically analysing decisions made throughout the project.
4	Produce portfolio ready and commercially viable Graphic Design artwork.
5	Demonstrate the ability to critically self-evaluate with contextual reference to established theory, practice, and industry positioning.

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.

The assessment for this module will be in the form of coursework that demonstrates an ability to identify, appreciate and apply graphic design procedures and techniques with

evidence of planning through layout studies, critical reflections, the full design process, final project outcomes and reflections throughout.

An outline of the 'coursework' assessment will or could include:

- Mind Maps/Idea generation in relation to a graphic design problem.
- Visual research – (Primary and Secondary source) in the form of an independent research document.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc. in line with the graphic design production pipeline.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome in the form of a PDF and research document
- Conclusion/Reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4,5	Coursework	100

Derogations

None

Learning and Teaching Strategies

The strategies that will be used for the delivery of this module are as follows:

- Lectures will allow students to identity, appreciate, and apply graphic design concepts and techniques.
- Verbal and visual presentations will mark the steps of the process.
- Assignments will enable students to produce work for their portfolio or commercial use.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development and their engagement with research and practice.

This module will also follow the **ALF (Active Learning Framework**) guidelines, which will include alternative methods of assessment and a blended approach to delivery, with some theory and software sessions being delivered online (depending on requirements and student experience).

Indicative Syllabus Outline

This module will be delivered over twelve weeks with a blend of taught and supervisory sessions that introduce students to the identification, research, appreciation, and application of creating a document for print or digital products. The emphasis will be on exercising the complete design process and evaluating the product after it has been tested by the users. The syllabus will be broken down into the following sections:

- Understand the role of design, technology, and business in the human-centred process.
- Understand the human-centred design paradigm.
- Design thinking and addressing challenges.
- Understanding project requirements and building the creative brief.
- Explore the design challenges and their aspects.
- Clearly define the design issue to be addressed.
- Understand the co-design approach role in the design process.
- Prototyping and iterating based on consumer feedback.
- Utilisation of software within design projects.
- Improving design solutions and analysing the experience to improve future practice.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Tvede, L. and Faurholt, M. (2018), *Entrepreneur: building your business from start to success.* West Sussex: John Wiley & Sons.

Other indicative reading

Lawson, B. and Dorst, K. (2013), *Design expertise*. Routledge.

Cross, N. (2019), *Design Thinking: Understanding How Designers Think and Work*. London: Bloomsbury Visual Arts.

Biech, E. (2019), The New Consultant's Quick Start Guide: An Action Plan for Your First Year in Business. In *The New Consultant's Quick Start Guide* (3rd ed.). West Sussex: John Wiley & Sons.

Cooper, R. et al. (2013), *The handbook of design management.* English edition. London: Bloomsbury.

Best, K. (2006), *Design Management Managing Design Strategy, Process, and Implementation.* Crans-pres-Celigny, CHE: AVA Publishing.

Employability skills – the Glyndŵr Graduate

Each module and programme are 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.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication