

Module specification

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Module code	ARD633
Module title	Live Brief
Level	6
Credit value	40
Faculty	FAST
HECoS Code	100048 – Design
Cost Code	GDAC

Programmes in which module to be offered

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

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	8hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	40 hrs
Total active learning and teaching hours	48hrs
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

This module aims to develop and enhance the student's skills by working on a live brief as they would within the industry and with real clients.

The module is an opportunity for students to take their skills and portfolio to the next level and raising their profile within the design sector. Students will work on a client or competition brief based on their chosen career path.

This module will enhance the student's employability and knowledge of the sector as well as adding to their portfolio.

This module will also:

- Provide students with experience of working in industry and the challenges associated with that within their sector of design.
- Advance technical design, pre-production and production expertise and techniques in relation to the specialist area being explored.
- Enhance their communication skills, management of projects and soft skills associated with industry.
- Improve their problems solving skills with real life examples.
- Produce industry standard project outcomes.
- Improve confidence and raise the student's profile within the design sector.

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

1	Exhibit through research and practice the ability to work within the design process, showing commercial awareness and fulfilling the pre-production techniques required by an externally set brief.
2	Demonstrate and synthesise professional competencies in the use of appropriate technical skills and processes necessary to produce design product(s) to a specific externally set brief.
3	Critically evaluate the process of refining a solution appropriate to the target audience of an externally set brief.
4	Provide evidence of effective independent time management and problem-solving in responding to an externally set brief and assess your outcome.
5	Demonstrate professional competencies and critically reflect on the development and utilisation of advanced communication techniques.

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.

Students will produce coursework that demonstrates their ability to identify, appreciate and apply design solutions and techniques to an externally set brief. Providing evidence of planning through layout studies and critical reflections. Students will submit a PDF document that contains (but not limited to) the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- 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 and seminars will allow students to identify, appreciate, and apply design solutions and techniques.
- Students will develop skills in problem solving, and organisation to use within their chosen externally set brief (Client or Competition).
- Technical demonstrations will enable students to acquire the additional technical skills needed to complete a live brief.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development and understanding of the student.

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 a twelve-week period with weekly taught sessions that introduce students to the identification, appreciation, and application of creating a short,

animated film with an emphasis on planning, design, and development culminating in a final project. The syllabus will be broken down into the following sections:

1. Idea generation and problem solving.
2. Planning, layout, and structure.
3. Development and refinement.
4. Technical skill development and identification of knowledge disparities.
5. Critical reflection and evaluation.
6. Coursework, portfolio, and client facing presentation skills.

Indicative Bibliography:

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

Essential Reads

Pressman, A. (2019), *Design Thinking: A Guide to Creative Problem Solving for Everyone*. New York, USA: Routledge.

Other indicative reading

Sullivan, B. (2015), *The design studio method: Creative Problem Solving with UX Sketching*. 1st ed. New York: Routledge.

Black, A. (2021), *Design: The Definitive Visual Guide*. 2nd ed. DK.

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