

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	INTRODUCTION TO GRAPHIC COMMUNICATION		
<b>MODULE CODE</b>	GC1111 (L4)	<b>CREDIT VALUE</b>	40 UK CREDITS / <u>20 ECTS</u>
<b>SCHOOL</b>	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

### MODULE AIMS

This Module aims to:

- Introduce the fundamentals of Graphic Communication.
- Develop visual language and critical analysis.
- Develop presentation skills.

### MODULE CONTENT

**Indicative syllabus content:**

Students will be introduced to the field of Graphic Communication through engaging in a series of practical projects. This will encompass a project developed by each of the specialist courses within the Graphic Communication area. This will allow students to develop appropriate research methods, explore communication over a range of formats, both traditional and digital, develop a sense of design aesthetic and share ideas in critiques within a studio environment that reflects their design workplace.

### INTENDED LEARNING OUTCOMES

**On successful completion of this module, a student will be able to:**

1. Produce appropriate solutions to set projects.
2. Undertake research and demonstrate visual skills by using appropriate media and processes.
3. Present creative solutions to peer group in a logical articulate manner.

### TEACHING METHODS

Teaching and learning on this module will consist of exercises and project-based activities. Students will be guided through these projects through introductory briefings, presentations, lectures, group seminars, workshops, demonstrations, tutorials and critique sessions.

Teaching in the form of feedback is conducted in a variety of ways throughout the module: studio-based activities; group discussions; one-to-one tutorials and critique sessions. Each project will have an interim tutorial discussion and a final critique session where verbal feedback provides the opportunity for students to respond by refining or rethinking and crafting the work up to the best possible standard for the final module assessment.

At the end of the module students also receive Summative Feedback following assessments. Summative Feedback is either written or provided in the format of an audio recording.

This module will teach the students to explore the basic theory and practice of Creativity and its importance in design. Students will be introduced to the idea of design experimentation, the importance of taking risks, key design activities that will require research, creative responses to set briefs, problem-solving skills and presentation of their work.

Staff contact will be followed by guided self-study where students will be expected to begin independent study and make informed decisions relating to their project solutions, take risks and even value their mistakes. Students will also be supported via other University learning resources: internet; library; workspaces.

Design skills are intrinsic to all project briefs and involve analysis, critical thinking and problem-solving. Verbal communication and interpersonal skills will develop through studio-based activities, group critiques and tutorials with both staff and peers. Written communication skills are encouraged as an understanding of language in visual notebooks and copy often plays a part in project briefs.

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Time management and organisation are fundamental in meeting critique and project deadlines. Independent study underpins this and allows students to develop their self-learning skills.

Submission of all projects typically includes visual notebooks showing research and development of ideas, along with the final solutions presented in a portfolio.

Assessment for this module is based on 100% coursework that is made up of approximately 4 projects, of which all the projects must be attempted and completed in order to pass the module. All coursework is assessed and graded at the end of the module.

Assessment is evidenced through solutions that test the learning outcomes, which are examined through the ideas presented for a range of design formats. A breakdown of the assessment requirements and criteria appears in each assignment brief.

The final module mark is based on a weighted aggregate of all project marks.

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## **ASSESSMENT METHODS**

This module is assessed through one Portfolio.