

MODULE DESCRIPTOR

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| MODULE TITLE | GRAPHIC COMMUNICATION IN CONTEXT | | |
| MODULE CODE | GC2222 (L5) | CREDIT VALUE | 40 UK CREDITS / <u>20 ECTS</u> |
| SCHOOL | SCHOOL OF ARTS, MEDIA AND COMMUNICATION | | |
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MODULE AIMS

This module aims to:

- Develop and apply practical skills
- Develop reading and analytical skills and understanding in response to an industry standard brief
- Develop work through critique sessions

MODULE CONTENT

Indicative syllabus content:

Students will be given a series of assignments to stimulate ideas where the concept can be adapted and put into an appropriate context. Applied areas of Communication Design will include both digital and print formats. Problem solving briefs will be set to challenge and test the thinking skills. Underpinning this module will be the importance of reading, researching and understanding the brief. Students will also be given the opportunity to experience working on a live brief.

INTENDED LEARNING OUTCOMES

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

1. Apply practical skills across a range of media
2. Work on a 'live' or industry led brief.
3. Analyse and critique design work in a professional manner.

TEACHING METHODS

Teaching and learning on this course will consist of project-based activities.

Students will be guided through these projects via briefings, lectures, group seminars, workshops & demonstrations, tutorials and critique sessions in which all the relevant learning skills are fully integrated.

This module will help to give the students the opportunity to see how the different disciplines inter-relate and help to inform integrated design responses. It will offer a more realistic sense of how the industry works.

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; critique sessions. Each project will have an interim and a final critique session where Formative 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. Staff feedback will be followed by guided self-study where students will be expected to use independent study to make informed decisions relating to their project solutions.

At the end of the module students also receive Summative Feedback following assessments. Feedback is verbal (through tutorials, reviews and critique) and written.

Graduate 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.

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 typically 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 graphic design formats. A breakdown of the assessment requirements and criteria appears on each assignment brief.

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

ASSESSMENT METHODS

This module is assessed through one Portfolio.