

MODULE DESCRIPTOR

MODULE TITLE	APPLIED GRAPHIC DESIGN		
MODULE CODE	GR2221 (L5)	CREDIT VALUE	40 UK CREDITS / <u>20 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims to:

- Undertake in-depth research.
- Extend creative thinking and visual literacy from level 4 module.
- Respond to project briefs with appropriate contemporary styling.

MODULE CONTENT

Indicative syllabus content:

Students will expand their knowledge and understanding of Graphic Communication by applying their ideas across a variety of Graphic Design formats both traditional and contemporary. Whilst the focus will always be on idea generation the application across visual formats, both print and digital, and the subsequent exploration of materials, image generation and typography will allow students to strengthen their practical skills and knowledge.

INTENDED LEARNING OUTCOMES

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

1. Critically analyse and focus research to inform design practice.
2. Utilise informed thinking and generate ideas to solve complex Graphic Design problems.
3. Apply aesthetic skills and realisation of contemporary design styles.

TEACHING METHODS

Teaching and learning on this module will consist of a series of set project briefs. 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.

Students will be introduced to Graphic Design through examples of relevant Graphic Design/Communication at the onset of each brief. This will be cemented by further exposure and discussion as the brief progresses.

This module will teach students to explore the basic theory and practice of Graphic Design where they will be introduced to the key activities and the fundamentals of working with visual language. This requires research, practical exploration and finally presentation.

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 critique 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. Following the final critique session and assessment students receive Summative feedback. Feedback is useful to help improve performance even the following year and through reflection, students will be expected to use independent study to make informed decisions relating to their project solutions.

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 for 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.