

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	GRAPHIC DESIGN EXTERNAL PROJECT		
<b>MODULE CODE</b>	GR3333 (L6)	<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:

- Expose students to briefs set by external sources.
- Provide 'industry' parameters to design work that are appropriate to students' specific area of interest.
- Generate and present design solutions to a professional standard.

### MODULE CONTENT

**Indicative syllabus content:**

This module will enable the investigation of professional practice relevant to the discipline. Students will work within the constraints of an external brief that may come from competitions at a national or international level, design companies, live projects or commissions. To secure an external brief, students may use the portfolio that they developed during their studies.

### INTENDED LEARNING OUTCOMES

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

1. Utilise appropriate design methodology in response to an external Graphic Design led brief.
2. Work in ways that are rigorous, analytical, critical and creative.
3. Produce design sheets and artwork that communicates concepts, development and final design solutions to a standard as industry requires.

### TEACHING METHODS

Teaching and learning on this module will consist of one major assignment or two smaller projects, which should be agreed with a tutor. Students will be encouraged to tackle more challenging briefs that will involve the many professional skills required by industry - analysis, critical thinking, creativity, problem-solving, self-initiative, technical competence, presentation, time management and organisation.

Students will have access to staff weekly but should be prepared for a more independent learning environment. Contact will occur via weekly tutorials and regular group critiques. Critique sessions are an essential point of contact in the final year, as students work more independently; these sessions provide the opportunity for valuable feedback and direction from staff.

Students will have access to the University learning resources: computers and relevant software; internet; library; studio workspaces; relevant technical support for specialist equipment in the workshops (laser cutter, sewing, printing and 3D equipment).

Submission for this module must include research and development of ideas which may be evidenced through visual notebooks, blogs and web sites, along with the final solutions presented in a portfolio.

In addition to verbal feedback, formative written feedback will be provided mid-way through the module and again at least four weeks prior to completion enabling the student to respond to opinions expressed should they so wish. The module does not include a written summative feedback.

Assessment for this module is based on 100% coursework that is made up of one major assignment or two smaller projects, of which 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 solution(s) that test all the learning outcomes.

### ASSESSMENT METHODS

This module is assessed through one Portfolio.