

MODULE DESCRIPTOR

MODULE TITLE	GRAPHIC DESIGN SET PROJECT		
MODULE CODE	GR3334 (L6)	CREDIT VALUE	40 UK CREDITS / <u>20 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This Module aims to:

- Promote a focused and structured beginning to their final year of study.
- Work to a Graphic Design led brief in a professional manner.
- Ensure understanding of necessary knowledge and capability to produce work to a professional standard.

MODULE CONTENT

Indicative syllabus content:

Students will be offered a variety of Graphic Design focused project briefs set by staff and/or practising designers. Students should demonstrate their specialist skills in the communication and production of their solutions. Students should focus on idea generation the application across visual formats, both print and digital, and the subsequent exploration of materials, image generation and typography.

INTENDED LEARNING OUTCOMES

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

1. Analytically reflect on an existing level of knowledge and expertise.
2. Respond to a set brief in a way which evidences knowledge of a graphic in a professional industry context.
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 project which will be chosen by the student in consultation with staff. Students will be encouraged to develop challenging solutions to project briefs that will involve the many professional skills required by industry - analysis, critical thinking, creativity, problem solving, 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, printing and 3D equipment if required).

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.

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.

Assessment for this module is based on 100% coursework that is made up of one assignment, and 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.