

MODULE DESCRIPTOR

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| MODULE TITLE | GRAPHIC DESIGN SELF-INITIATED PROJECT | | |
| MODULE CODE | GR3335 (L6) | CREDIT VALUE | 20 UK CREDITS / <u>10 ECTS</u> |
| SCHOOL | SCHOOL OF ARTS, MEDIA AND COMMUNICATION | | |

MODULE AIMS

This module aims to:

- Draw together the specialist and supporting studies into a coherent integrated and personally driven project based upon a major theme of their choice.
- Promote analytical and creative skills that demonstrate an independent level of learning, appropriate to final level of degree project work.
- Build on acquired skills in the authorisation, organisation and presentation of a major project.
- Create working solutions that are technically and aesthetically comprehensive.

MODULE CONTENT

Indicative syllabus content:

Students will negotiate a self-initiated project upon a subject of personal interest with their tutor. Within the process students should explore specialist ideas and concepts with the selection of appropriate technologies. They should show strong communication and presentation skills and show the ability for self-critical evaluation. The resulting work should be of a professional standard.

INTENDED LEARNING OUTCOMES

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

1. Apply the methodology of their chosen specialisation to an agreed self-authorized, integrated project.
2. Apply analysis and synthesis to implementation of specialist design ideas and concepts.
3. Explore work across various platforms including traditional and digital.
4. Function professionally within their chosen field and produce professional work of high quality.

TEACHING METHODS

This module will be introduced through a series of talks and, where appropriate, personal tutorials. Projects will be negotiated and agreed with the tutors responsible for supporting the learning within this module. The specific requirements of the project will be tailored to individual student according to their needs, interests, skills, knowledge and aspirations and also in relation to the content agreed with other students undertaking the same module. The student is expected to work independently, to present work-in-progress at tutorials, seminar situations and group critiques.

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. The module culminates with an assessment show, folder presentation or other appropriate form of presentation - which should include all materials related to the project. The presentation of work is considered to be an important part of the learning process.

ASSESSMENT METHODS

This module is assessed through one Portfolio.