



**Definitive Programme Document: BA (Hons) Graphic Design  
(Bachelor's with Honours)**

Awarding institution	Bath Spa University
Teaching institution	University Centre Weston
School	Bath School of Art and Bath School of Design
Main campus	Loxton Campus, University Centre Weston
Other sites of delivery	Winter Gardens
Other Schools involved in delivery	NA
Name of award(s)	Graphic Design
Qualification (final award)	BA (Hons) Graphic Design
Intermediate awards available	Cert HE, Dip HE
Routes available	NA
Sandwich year	No
Duration of award	3 years
Modes of delivery offered	Campus-based
Regulatory Scheme	Undergraduate Academic Framework, BSU
Exemptions from regulations/framework	Yes
Professional, Statutory and Regulatory Body accreditation	n/a
Date of most recent PSRB approval (month and year)	n/a
Renewal of PSRB approval due (month and year)	n/a
UCAS code	
Route code (SITS)	<b>BAGD-WES</b>

Relevant QAA Subject Benchmark Statements (including date of publication)	Art and Design (December 2019)
Date of most recent approval	March 2018
Date specification last updated	17/02/2021

## Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date
BA (Hons) Graphic Design	Undergraduate Academic Framework	To enable a mixture of 20 and 40 credit modules to be in both levels 4 and 5 at UCW to meet the needs of the students.	Undergraduate Academic Framework

## Programme Overview

The aim of the BA (Hons) Graphic Design course is to develop graduates that are both employable in today's diverse job market as well as being ethically and environmentally aware of their operating environment. The premise of this programme is to ensure that you are questioning your understanding of the world around you and applying creative problem-solving skills. You will do this not only in terms of design but also the impact it can have on society and the environment. In addition, the BA (Hons) Graphic Design aims to develop your skills to both thrive and survive in the competitive job market.

The curriculum has been designed so that you experience a wide range of subject areas, developing your skillsets at the different stages and at each level. The overall pedagogical aim of the programme is to develop you throughout the programme in terms of knowledge, creativity, skillsets and your workplace understanding.

The programme aims to enable you to develop and take ownership of your own creative skills base and transfer it towards a viable professional direction. There are excellent links with industry specialists and facilities that will help you to realise and pursue a professional creative pathway. Throughout the programme, there is a focus on employability, enabling you to develop the practical, theoretical and business skills that match the requirements of employment within the graphics industries. This will culminate in your third year through the setting up of a design agency at the start of Year 3 where you will have the opportunity to develop your business acumen and professional standard through use of live briefs and industry networking connections.

You will have the opportunity to be taught by expert practitioners and gain further knowledge and experience through industry links, placements, collaborations, and commissions. Graduates will also be equipped to pursue post-graduate study.

### Programme Aims

1. To enable an understanding of the graphics industries through analysing its needs, trends, and history.
2. To provide a framework for the development of skills, knowledge, and competencies in preparation for a career in the graphics industries that reflects the needs of employers in both the local and wider economy, or entrepreneurial opportunities.
1. To develop an understanding of the ethical and environmental impact of creative practice.
2. To nurture the development of creative innovation.
3. To explore creative practice, using digital technology and design principles with a range of materials, media, and techniques to communicate design intentions to a given audience.
4. To explore the relationship between theory and design practice.
5. To develop critical thinking and research skills which provide a framework to contextualise and inform both creative practice and approach, to enable continuous professional development.

### Programme Intended Learning Outcomes (ILOs)

#### A Subject-Specific Skills and Knowledge

	<b>Programme Intended Learning Outcomes (ILOs)</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
	<b>On Achieving Level 6</b>		
A1	The ability to accurately deploy established techniques of analysis and enquiry within the context of an entrepreneurial or employment setting through the planning, management and implementation of an graphic design project.	Knowledge and critical understanding of the development of the creative process within graphic design, in the context of a professional creative practice and commercial enterprise.	Knowledge of the underlying principles of creative development within graphic design.

A2	A systematic understanding of ethical and socio-cultural considerations of the specialised work contexts in which a project is being undertaken.	The ability to critically evaluate and apply research into ethical and socio-cultural considerations to a creative practice, including, where appropriate, within an employment context.	Ability to identify, evaluate, interpret, and present qualitative research into ethical and socio-cultural considerations to facilitate personal creative skills development.
A3	A systematic approach to understanding the creative arts practitioner's relationship with audiences, clients, funding, markets, users, consumers, participants, co-creators and co-workers.	Critical understanding and analysis of a creative practitioner's relationship with audiences, clients, markets, and consumers.	Knowledge of the underlying concepts and principles of creative enterprise within the marketplace.
A4	To analyse, synthesise and apply individual contextual, and practical research within a creative practice that is at the forefront of the discipline.	Critically evaluate a range of techniques to initiate and undertake an analysis of established processes in order to realise design outcomes.	Knowledge of principles necessary to explore materials and technologies and reflect on the importance of selecting and using appropriate processes.
A5	A systematic understanding of the established techniques of analysis and enquiry applicable to an ethical and economic sustainable approach to creative practice.	Critical understanding and knowledge of the underlying concepts, principles and production methods that promote an ethical and economic sustainable creative practice.	Evaluate the ethical and economic sustainable implications within a creative practice.
A6	To analyse, synthesise and apply a variety of materials and information in the development of design ideas.	Critically evaluate a variety of materials and information in the development of design ideas.	To explore and evaluate design principles through the exploration of materials and media.
A7	Conceptual understanding of the reach of design, and its global influence on culture.	Knowledge and critical understanding of the social and cultural impact of the context of design.	To research, evaluate and present knowledge of the context of design.

**B Cognitive and Intellectual Skills**

	<b>Programme Intended Learning Outcomes (ILOs) On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
B1	Systematically apply research techniques to evaluate and apply appropriate design concepts.	Apply a range of research methods to undertake the critical analysis of information relating to design concepts.	Evaluate the appropriateness of a range of research methods to evaluate design concepts.
B2	Ability to independently apply established techniques of enquiry to make judgements in the development of ideas through to outcomes within a design context.	Ability to effectively communicate information, arguments and analysis relating to design in a variety of forms to specialist and non-specialist audiences.	Ability to present, evaluate and interpret theoretical and conceptual arguments using academic and visual methods.
B3	Ability to independently identify, select and deploy appropriate graphic design techniques which demonstrate an understanding of environmental, ethical and social practices.	Critically evaluate the environmental, ethical and social consequences of your creative practice for graphic design.	Knowledge of the environmental, ethical and social concepts associated within creative practice for graphic design.
B4	A systematic understanding of innovation within a creative practice in graphic design	Knowledge and critical understanding of graphic design practices in order to develop, progress and innovate within a creative practice.	Evaluate the different graphic design practices necessary for creative development.
B5	Demonstrate a systematic approach to professional development within graphic design contexts.	Demonstrate a critical understanding of professional and self-management skills necessary to execute graphic design projects.	Understanding of the professional qualities required within a graphic design practice.

**C Skills for Life and Work**

	<b>Programme Intended Learning Outcomes (ILOs) On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
C1	Autonomous learning (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

### Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required\* = R\*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Graphic Design				Status			
Level	Code	Title	Credits	Single	Major	Joint	Minor
4	GDE4000-20	Creative Industries	20	C			
4	GDE40001-20	Culture and Meaning: Past, Present, Future	20	C			
4	GDE4002-20	Image Making	20	C			
4	GDE4003-20	Introduction to Design	20	C			
4	GDE4004-20	Design: Creation and Production	20	C			
4	GDE4005-20	Design Materials and Processes	20	C			
5	GDE5000-20	Design Collaboration	20	C			
5	GDE5001-20	Working with Industry	20	C			
5	GDE5002-20	Research in Context	20	C			
5	GDE5003-20	Sustainable Design	20	C			
5	GDE5004-20	Design for Social Impact	40	C			
6	GDE6000-40	Future Career Planning	40	C			
6	GDE6001-20	Contemporary issues in Design	20	C			



6	GDE6002 -60	Industry Project	60	C			
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### Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

### Work experience and placement opportunities

The Level 4 Creative Industries module introduces students to the range of career opportunities through exposure to practitioners and businesses within the creative industries. This builds through the level 5 'Design Collaboration' and Working with Industry and through to Level 6 with the development of an in house design studio where the Future Planning' and Industry Project modules encapsulates and encourages the professionalism and nurtures opportunities, to develop the commercial skills that are essential in today's business environment.

The development of the in-house graphic studio will enable students to understand the process and importance of networking, client briefs and pitching through liaising with clients on live briefs. In addition to this, students will have the opportunity to source and organize their own work placements, with appropriate support from academic and other relevant University Centre Weston staff.

University Centre Weston has a Work-based Learning and Placement Policy and Procedures, which is compliant with the Bath Spa University Work Based and Placement Learning Policy and best practice across the HE sector.

**Graduate Attributes**

	Bath Spa Graduates...	In Graphic Design we enable this...
	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	through programme and module design. All teaching activities, exercises and assessment tasks are designed to facilitate the development of professionalism and real-world workplace skills.
	Will be able to understand and manage complexity, diversity and change	through providing appropriate challenges and learning activities that provide the opportunity to develop awareness of current design methods, collaborative projects and environmental, social and ethical debates.
	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	through providing opportunities for interdisciplinary practice underpinned with theory and conceptual understanding.
	Will be digitally literate: able to work at the interface of creativity and technology	Through embedding digital literacy skills and examining current digital design across all modules and in all activities.
	Will be internationally networked: either by studying abroad for part of their programme, or studying alongside students from overseas	Collaboration will be encouraged and supported with industry-based work and projects. The programme offers the opportunity for the study of topics with international and cultural significance. Students can have the opportunity to participate in overseas residential visits.
	Will be creative thinkers, doers and makers	By exploring the notion of creativity and enterprise and supporting innovative practice.
	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	Through curriculum design that develops academic know-how and academic rigor. Through peer review sessions that encourage critical commentary and enquiry. Through the support provided by academic specialists such as the Library Plus team. In the completion of all research exercises and essay submissions.
	Will be ethically aware: prepared for citizenship in a local, national and global context	By curriculum design throughout to address ethical and environmental debates and providing opportunities to explore social and cultural perspectives.

**Modifications**

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

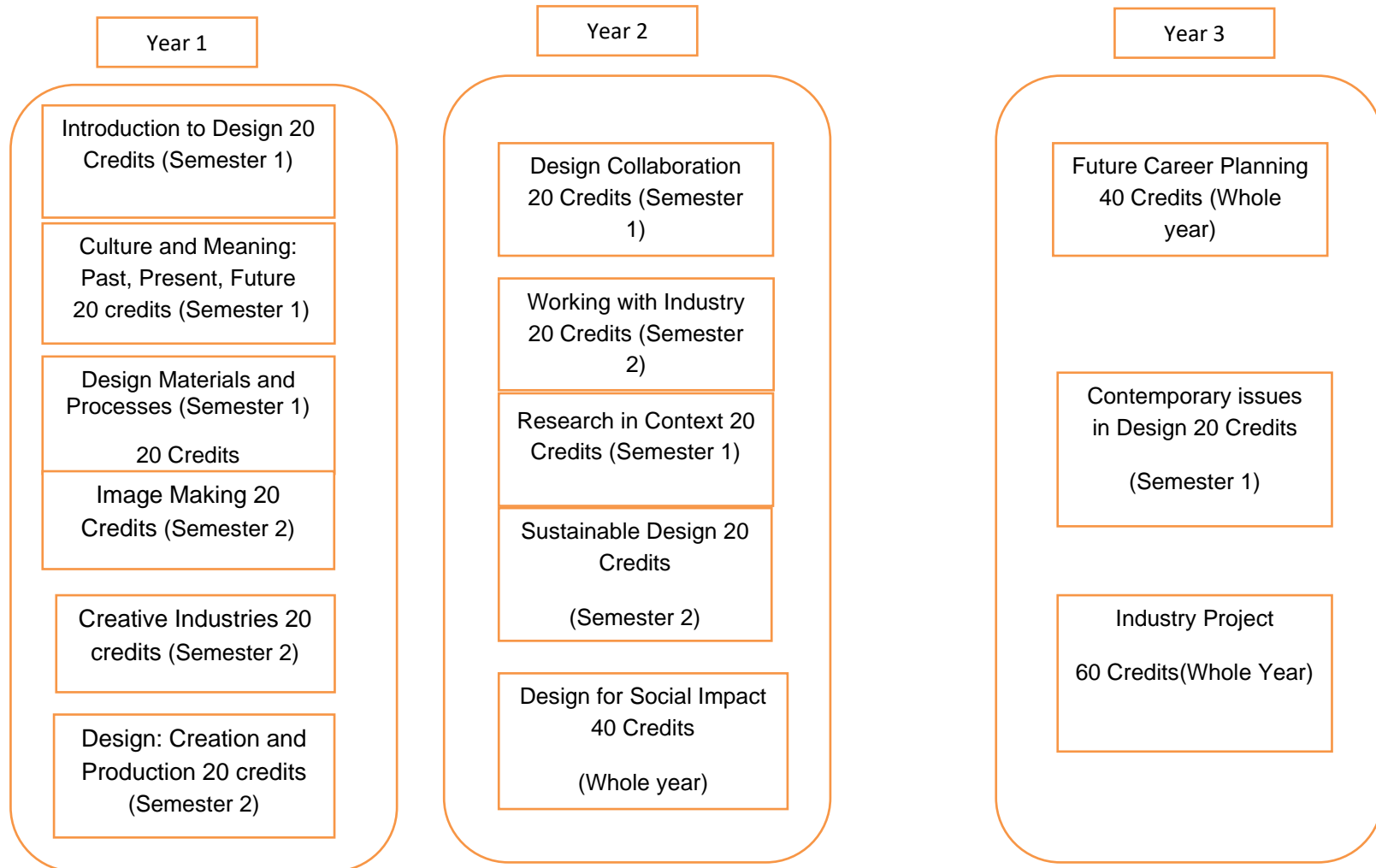
Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

**Attached as appendices:**

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

**Module construct BA (Hons) Graphic Design**





## Map of Intended Learning Outcomes (ILOs) against modules

Level	Module Code	Module Title	Status	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge							Cognitive and Intellectual Skills					Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	C3	C4
4	GDE4000-20	Creative Industries	C	x		x		x				x				x	x		x
4	GDE40001-20	Culture and Meaning: Past, Present, Future	C		x			x		x		x						x	x
4	GDE4002-20	Image Making	C				x		x					x		x		x	x
4	GDE4003-20	Introduction to Design	C	x			x		x	x	x		x	x				x	x
4	GDE4004-20	Design: Creation and Production	C	x			x					x		x	x	x	x		x

4	GDE4005-20	Design Materials and Processes	C	x			x						x	x			x		x
5	GDE5000-20	Design Collaboration	C	x			x		x		x	x			x	x	x	x	x
5	GDE5001-20	Working with Industry	C	x	x	x			x		x	x			x	x	x	x	x
5	GDE5002-20	Research in Context	C		x				x		x							x	x
5	GDE5003-20	Sustainable Design	C	x	x		x	x	x	x	x		x	x				x	x
5	GDE5004-20	Design for Social Impact	C	x	x	x		x	x	x	x		x	x				x	x
6	GDE6000-40	Future Career Planning	C	x		x									x				X
6	GDE6001-20	Contemporary issues in Design	C	x			x	x		x	x			x				x	x
6	GDE6002-60	Industry Project	C	x	x	x	x	x	x		x	x	x		x	x	x	x	x



## Map of summative assessment tasks by module

Level	Module Code	Module Title	Status (CRO)	Assessment method					
				Coursework			Practical		
				Essay	Report	Folder	Presentation	Exhibition	Portfolio
4	GDE4000-20	Creative Industries (Sem 2)	C		50%				50%
4	GDE40001-20	Culture and Meaning: Past, Present, Future (Sem 1)	C	60%		40%			
4	GDE4002-20	Image Making (Sem 2)	C					60%	40%
4	GDE4003-20	Introduction to Design (Sem 1)	C					50%	50%
4	GDE4004-20	Design: Creation and Production (Sem 1)	C				40%		60%
4	GDE4005-20	Design Materials and Processes	C				40%		60%
5	GDE5000-20	Design Collaboration (Sem 1)	C				60%		40%

5	GDE5001-20	Working with Industry (Sem 2)	C			50%	50%		
5	GDE5002-20	Research in Context (Sem 1)	C	50%		50%			
5	GDE5003-20	Sustainable Design (Sem 2)	C			70%	30%		
5	GDE5004-20	Design for Social Impact	C	30%					70%
6	GDE6000-40	Future Career Planning	C		70%		30%		
6	GDE6001-20	Contemporary issues in Design (Sem 1)	C			70%			30%
6	GDE6002-60	Industry Project	C				60%		40%



## Module Descriptor - Creative Industries

1.	Module code	GDE4000-20
2.	Module title	Creative Industries
3.	Subject	Graphic Design
4.	Core, Required or Required* for	BA (Hons) Graphic Design
5.	Level	4
6.	UK credits	20
7.	ECTS credits	10
8.	Optional for	NA
9.	Excluded combinations	NA
10.	Pre-requisite or co-requisite	None
11.	Class contact time: total hours	Total Hours: 70
12.	Independent study time: total hours	Total Hours: 130
13.	Semester(s) of delivery	Semester 2
14.	Main campus location	UCW Loxton Campus
15.	Module co-ordinator	Michael Parr
16.	Additional costs involved	N/A
17.	<p>Brief description and aims of module</p> <p>This module will explore elements of design practice and relate them to career opportunities within the creative industries. Industry insights will be supplied by a range of practitioners, specialists, facilitators and participants via guest lectures, visits and collaborations.</p> <p>The aim of this module is to identify future opportunities that you can explore as a designer. You will investigate and initiate methods and strategies that can effectively take advantage of future opportunities.</p> <p>Emphasis will be placed upon developing strategies that consider the context of current ethical and environmental concerns.</p> <p><b>The aims of this module are to</b></p> <ul style="list-style-type: none"> <li>● Identify future career opportunities.</li> <li>● Develop an understanding of the broader context of creative industries</li> </ul>	

	<ul style="list-style-type: none"> <li>● Consider the ethical implications within a creative practice.</li> </ul>
18.	<p>Outline Syllabus</p> <p>The module explores relevant strategies for a career as a design practitioner. A series of lectures and seminars presented by professionals from the creative industries will provide insight into their practices to inspire and enable you to identify potential opportunities for your career development.</p> <p>You will compile a research portfolio evidencing:</p> <ul style="list-style-type: none"> <li>● Your ability to analysis of the differing approaches to creative practice.</li> <li>● Understanding appropriate skills and developing the knowledge for innovate future practice.</li> <li>● Awareness of current and emergent environmental, social and ethical issues.</li> </ul>
19.	<p>Teaching and learning activities</p> <p>Teaching will take the form of lectures, visits, seminars and class debates. In seminars, you will be expected to prepare topics to present to your peers and respond to critical questioning. In class debates you will contribute constructively to arguments on subjects such as: present and future creative technologies, social design and sustainable practice.</p>

<p>20.</p>	<p>Intended learning outcomes <i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>1. Understanding of the range of employment opportunities within the creative industries.</li> <li>2. Knowledge and understanding of appropriate production technologies within graphic design.</li> <li>3. An understanding of the underlying concepts and connections between skills and opportunities within the creative industries.</li> <li>4. The ability to evaluate different approaches to design within an ethical and sustainable professional practice.</li> </ol>	<p><i>How assessed</i></p> <p>F1, F2, S1</p> <p>F1, F2, S1, S2</p> <p>F1, F2, S1,</p> <p>F1, F2, S1, S2</p>
<p>21.</p>	<p>Assessment and feedback <i>Formative exercises and tasks:</i></p> <ol style="list-style-type: none"> <li>1. Continuously updated research log, with tutorials to monitor your personal progression, research and the development of outcomes. This will enable the development of an action plan to support independent learning.</li> <li>2. Interim progress presentations and critique. In planned sessions students constructively appraise the future direction of their professional development. Students will also reflect upon how this will impact their creative practice and contribute in feedback to their peer group.</li> </ol> <p><i>Summative assessments:</i></p> <p>S1. Research Log.</p> <p>S2. Impact Report (2000 words). You will write an evaluative account of your research and identified opportunities within the creative industries.</p>	<p></p> <p>Weighting%</p> <p>50%</p> <p>50%</p>

<p>22</p>	<p>Learning resources</p> <p>Workshops Studios Library Digital Study trips and visits</p> <p>Key Texts: Susan Yelavich, Barbara Adams, 2019. <i>Design as Future-Making</i>. Bloomsbury Visual Arts Rosamund Davies, Gauti Sigthorsson (2013) <i>Introducing the Creative Industries: From Theory to Practice</i>. Sage Publications Derek Brazell, Jo Davies <u>(2017)</u> <i>Becoming a Successful Illustrator</i>. Bloomsbury Visual Arts</p> <p>Graphic Artists Guild (2021) <i>Graphic Artists Guild Handbook, 16th Edition: Pricing &amp; Ethical Guidelines</i>, MIT Press</p> <p>Lisa Congdon (2014) <i>Art Inc.: The Essential Guide for Building Your Career as an Artist</i>, Chronicle Books</p>
<p>23</p>	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, tutorials will necessarily entail reading around identified relevant subject areas.</p> <p>Study Skills Support Research skills Reading and note taking Referencing and plagiarism</p>

## Module Descriptor - Culture and Meaning

1.	Module code	GDE40001-20		
2.	Module title	Culture and Meaning		
3.	Subject	Graphic Design		
4.	Core, Required or Required* for	BA (Hons) Graphic Design		
5.	Level	4		
6.	UK credits	20		
7.	ECTS credits	10		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	None		
11.	Class contact time: total hours	Total Hours: 70		
12.	Independent study time: total hours	Total Hours: 130		
13.	Semester(s) of delivery	Semester 1		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Kari Nygard		
16.	Additional costs involved	N/A		
17.	<p>Brief description and aims of module</p> <p>This module explores the evolution of creative making and technology dependant production through the modern and post-modern eras up to the present time. This will provide you with an understanding of how digital technology has been integrated into the graphic design industry and its impacts.</p> <p>The exploration of relevant philosophical and cultural debates will provide you with an understanding of the contemporary world view and will examine the ethical, environmental and social implications associated with a creative practice.</p> <p>This module will also develop the skills necessary to engage with methods which will identify and evaluate information to enable you to construct sound arguments that demonstrate a reflective approach to research.</p> <p>The aims of this module are to:</p> <ul style="list-style-type: none"> <li>● Develop an understanding of the historical, cultural and technological context within which we operate.</li> <li>● Develop an understanding of relevant research methods.</li> </ul>			

	<ul style="list-style-type: none"> <li>• Develop the ability to construct an argument based on targeted research.</li> <li>• Develop an awareness of the ethical and environmental impact of a creative practice.</li> </ul>	
18.	<p>Outline Syllabus</p> <p>The principal focus of the syllabus is design history within a social context from 20th Century to the present day. Wider historical and contextual references will be considered where appropriate.</p> <p>Within this module you will develop a wider understanding of how design has influenced and been influenced by the societal views of the day. You will investigate a wide range of eras taking into account a variety of viewpoints from the early 20<sup>th</sup> century to the implications of the global economy of the late 20<sup>th</sup> and 21<sup>st</sup> century and how the landscape is continually changing for designers.</p>	
19.	<p>Teaching and learning activities</p> <p>Teaching will take the form of lectures, seminars and class debates. There will be a programme of tutor led presentations where students will engage and comment critically as part of a class discussion. In seminars, you will be expected to prepare topics to present to your peers and respond to critical questioning. In class debates you will contribute by examining and challenging the status quo.</p> <p>Teaching and learning activities include:</p> <ul style="list-style-type: none"> <li>• General research skills.</li> <li>• Student presentations.</li> <li>• Group critiques.</li> <li>• Peer and self-evaluation.</li> </ul>	
20.	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>1. Knowledge of the underlying theoretical concepts and contexts within design practice.</li> <li>2. The understanding of research methods to evaluate and interpret information within a design context.</li> <li>3. Knowledge and understanding of the current social and ethical considerations that relate to a sustainable practice within graphic design.</li> <li>4. The ability to interpret and communicate key aspects of your own work and that of others, within the historical and cultural context of graphic design.</li> </ol>	<p><i>How assessed</i></p> <p>F1, F2, S1</p> <p>F1, F2, S1, S2</p> <p>F1, F2, S2</p> <p>F1, F2, S2</p>
21.	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p>	

	<p>F1. Ongoing reflective writing in the form of a blog or similar. Tutorials will monitor your personal progress and research supported by an action plan to develop independent learning.</p> <p>F2. Presentations will demonstrate your understanding of the module and its impact upon future creative practice.</p>	
	<p>Summative assessments:</p> <p>S1. Research log. Your understanding of the historical, cultural and technological context within which a creative practice operates and the development of appropriate research methods.</p> <p>S2. Essay (2400 words) with accompanying practical outcome.</p>	<p>Weighting%</p> <p>40%</p> <p>60%</p>
<p>22.</p>	<p>Learning resources</p> <p>Library Digital resources Study trips and visits</p> <p>Key Text:</p> <ul style="list-style-type: none"> <li>● Sturken, M. Cartwright, L (2009) Practices of Looking: An introduction to visual culture. 2nd Edition Oxford University Press</li> <li>● Alice Rawsthorn.(2018) Design as an Attitude. JRP/Ringier</li> <li>● Laura Scherling, Andrew DeRosa, 2020. Ethics in Design and Communication Critical Perspectives. Bloomsbury Visual Arts.</li> <li>● Walter Benjamin. (2008) The Work of Art in the Age of Mechanical Reproduction. Penguin Great Ideas</li> <li>● No More Rules: Graphic Design &amp; Modernism - Rick Poynor</li> <li>● Graphic Design: A History (2019) Stephen J Eskilson</li> <li>● The Art of Protest (2019)</li> </ul>	
<p>23.</p>	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, tutorials will necessarily entail times reading around identified relevant subject areas.</p> <p>Study Skills Support Research skills Presentations Referencing and plagiarism Reading and note taking Academic writing</p>	

## Module Descriptor - Image Making

1.	Module code	GDE4002-20
2.	Module title	Image Making
3.	Subject	Graphic Design
4.	Core, Required or Required* for	BA (Hons) Graphic Design
5.	Level	4
6.	UK credits	20
7.	ECTS credits	10
8.	Optional for	NA
9.	Excluded combinations	NA
10.	Pre-requisite or co-requisite	None
11.	Class contact time: total hours	Total Hours: 70
12.	Independent study time: total hours	Total Hours: 130
13.	Semester(s) of delivery	Semester 2
14.	Main campus location	UCW Loxton Campus
15.	Module co-ordinator	Vicki King
16.	Additional costs involved	N/A
17.	<p><b>Brief description and aims of module</b></p> <p>This module will introduce you to a variety of creative image-making techniques to support and enhance your design practice. This will be delivered through taught workshops with a focus on increasing an understanding of the relationship that exists between ideas, materials and digital technologies.</p> <p>You will explore image making through a range of two-dimensional studies inclusive of hand rendered techniques, digital drawing, collage, photography and photomontage, providing you with traditional image making skills which will evolve into up-to-date technological processes.</p> <p>You will be encouraged to explore processes and how to use imagery for visual storytelling and communication, whilst focusing on the ability to apply initial ideas such as design sketches, illustrations, and visual elements to your graphic design work.</p> <p><b>The aims of this module are to</b></p> <ul style="list-style-type: none"> <li>● Develop your skills through creative workshops and reflective practice.</li> <li>● Develop an experimental approach within image making, utilising traditional and up to date methods and technologies</li> <li>● Develop a framework that will allow you to plan, prioritise and manage techniques.</li> </ul>	



	<ul style="list-style-type: none"> <li>Develop a diverse professional skill set by using practical and technological methods, effective planning, and project-management to enable you to prepare for self-directed study.</li> </ul>						
18.	<p>Outline syllabus</p> <p>Tutor led workshops will provide the technical skills within image making. You will develop understanding and expand your visual communication skills using a wide range of materials and processes.</p> <p>You will be expected to consistently reflect upon your ongoing practice, evidenced within your sketchbook.</p> <p>Experimentation will allow you to explore materials, their properties and application to develop a personal approach within your design practice.</p> <p>Innovation is key to creative practice; an emphasis will be placed upon multidisciplinary skill sets within image making to support the development of unique outcomes.</p>						
19.	<p>Teaching and learning activities</p> <p>You will be taught through skills-based learning in a diverse programme of workshops using an array of teaching and learning activities, which will build core skills needed for design practitioners.</p> <p>You will be encouraged to explore your skillset and to utilise digital technologies to enable you to develop skills that align to creative industry requirements.</p> <p>Throughout this module, you will document your practice in sketchbooks and digital formats. Analysis of technical information and personal performance should be documented in written, visual or alternative formats.</p> <p>Indicative areas of study will include:</p> <ul style="list-style-type: none"> <li>Skills-based workshops.</li> <li>The application of digital tools within creative practice.</li> <li>The documentation of workshop practice with both a physical and digital portfolio of evidence.</li> </ul>						
20.	<p>Intended Learning Outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p>						
	<table border="1"> <thead> <tr> <th></th> <th><i>How assessed</i></th> </tr> </thead> <tbody> <tr> <td>1 Knowledge of how to apply a range of image making techniques</td> <td>F1,F2, S1,S2</td> </tr> <tr> <td></td> <td>F1,F2, S1,S2</td> </tr> </tbody> </table>		<i>How assessed</i>	1 Knowledge of how to apply a range of image making techniques	F1,F2, S1,S2		F1,F2, S1,S2
	<i>How assessed</i>						
1 Knowledge of how to apply a range of image making techniques	F1,F2, S1,S2						
	F1,F2, S1,S2						

	<p>2 The ability to clearly communicate your design concepts using visual means in the context of graphic design.</p> <p>3 The ability to evaluate the range of image making techniques in order to make sound judgements on the appropriate techniques to apply to your own design work.</p> <p>4 Understanding and knowledge of how to use image making to illustrate text based pieces and create narrative/visual storytelling.</p>	<p>F1,F2, S1,S2</p> <p>F1,F2, S1,S2</p>
21.	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Presentation/critique of work</p> <p>F2. Sketchbook with research, experimentation, development and outcomes</p>	
	<p><i>Summative assessments:</i></p> <p>S1. Exhibition of outcomes</p> <p>S2. Sketchbook</p>	<p>Weighting %</p> <p>40</p> <p>60</p>
22.	<p>Learning resources</p> <p>Library</p> <p>Digital resources</p> <p>Study trips and visits</p> <p>Key Texts:</p> <p>Lawrence Zeegan (2020) The Fundamentals of Illustration. Bloomsbury Visual Arts</p> <p>Ellen Lupton (2017) Design is Storytelling. Cooper Hewitt</p> <p>Ana Benaroya (2013) Illustration Next: Contemporary Creative Collaboration. Taschen</p> <p>Molly Bang (2016) Picture This: How Pictures Work. Chronicle Books</p> <p>David Crow (2017) Visible Signs: An Introduction to Semiotics in the Visual Arts. Bloomsbury Visual Arts</p> <p>Julia Rothman (2011) Drawn In: A Peek into the Inspiring Sketchbooks of 44 Fine Artists, Illustrators, Graphic Designers and Cartoonists. Quarry Books</p>	
23.	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, tutorials will necessarily entail times reading around identified relevant subject areas.</p> <p>Study Skills Support</p> <p>Research skills</p> <p>Presentations</p>	

	Referencing and plagiarism Reading and note taking Academic writing
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## Module Descriptor - Introduction to Design

1.	Module code	GDE4003-20
2.	Module title	Introduction to Design
3.	Subject	Graphic Design
4.	Core, Required or Required* for	BA (Hons) Graphic Design
5.	Level	4
6.	UK credits	20
7.	ECTS credits	10
8.	Optional for	NA
9.	Excluded combinations	NA
10.	Pre-requisite or co-requisite	None
11.	Class contact time: total hours	Total Hours: 70
12.	Independent study time: total hours	Total Hours: 130
13.	Semester(s) of delivery	Semester 1
14.	Main campus location	UCW Loxton Campus
15.	Module co-ordinator	Vicki King
16.	Additional costs involved	N/A
17.	Brief description and aims of module	<p>This module will introduce you to the elements and principles of design that are the building blocks of your creative practice. Alongside this, you will explore the diverse range of skills that you will need as a professional in this field.</p> <p>This module will be taught across a series of lectures and workshops with the opportunity to apply this theoretical learning through practical exploration. This module will allow you to explore such underlying principles such as hierarchy, alignment, balance and unity, which will be taught as a series of lectures, workshops, and practical projects to explore each concept. You will also learn how to use subject specific language to demonstrate your understanding and confidence.</p> <p><b>The aims of this module are to</b></p> <ul style="list-style-type: none"> <li>● Develop and apply an understanding of design principles and elements</li> <li>● Recognise how design principles are reflected in the work of designers.</li> <li>● Develop your knowledge of the environmental, ethical and social concepts associated with design.</li> <li>● Enhance your skill in problem solving, developing and understanding of a range of approaches within design.</li> <li>● Expand your understanding of the skillsets needed to successfully create design pieces.</li> </ul>
18.	Outline syllabus	<p>This module explores relevant strategies to problem solve using established design principles. A series of lectures and workshops provide insight into</p>

	<p>techniques that will allow you to combine design principles with design purpose in your practice.</p> <p>You will compile a portfolio of practical outcomes and accompanying sketchbook/research log demonstrating:</p> <ul style="list-style-type: none"> <li>• The ability to apply design principles to practical work/set briefs.</li> <li>• The ability to reflect upon and evaluate the fitness for purpose of these skills and techniques</li> </ul>										
<p>19.</p>	<p><b>Teaching and learning activities</b></p> <p>Teaching and learning activities will include lectures, practical and digital workshops and one-to-one tutorials.</p> <p>Through studio time and self-directed study, you will document your practical and academic performance in a sketchbook/log.</p> <p>Experimentation with materials and skills will take place in workshops where one-to-one tuition and demonstration will advise and guide your performance. You will be expected to develop an independent and innovative approach to your emerging practice.</p> <p>You will organise and manage self-directed study using tutorial guidance and advice.</p> <p>Within this module you will use peer and self-assessment at formative assessment points to review progress and identify areas for improvement.</p>										
<p>20.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;"><b>Intended Learning Outcomes</b> <i>By successful completion of the module, you will be able to demonstrate:</i></th> <th style="width: 30%;"><i>How assessed</i></th> </tr> </thead> <tbody> <tr> <td>1 Knowledge and principles of the impact of design and evaluate their impact historically and in current design practice</td> <td>F1,F2,S1,S2</td> </tr> <tr> <td>2 The ability to evaluate different approaches to design practice and communicate these,</td> <td>F1,F2,S1,S2</td> </tr> <tr> <td>3 Knowledge of the factors that affect the outcome of design.</td> <td>F1,F2,S1,S2</td> </tr> <tr> <td>4 The ability to evaluate appropriateness of different approaches to design practice.</td> <td>F1,F2,S2</td> </tr> </tbody> </table>	<b>Intended Learning Outcomes</b> <i>By successful completion of the module, you will be able to demonstrate:</i>	<i>How assessed</i>	1 Knowledge and principles of the impact of design and evaluate their impact historically and in current design practice	F1,F2,S1,S2	2 The ability to evaluate different approaches to design practice and communicate these,	F1,F2,S1,S2	3 Knowledge of the factors that affect the outcome of design.	F1,F2,S1,S2	4 The ability to evaluate appropriateness of different approaches to design practice.	F1,F2,S2
<b>Intended Learning Outcomes</b> <i>By successful completion of the module, you will be able to demonstrate:</i>	<i>How assessed</i>										
1 Knowledge and principles of the impact of design and evaluate their impact historically and in current design practice	F1,F2,S1,S2										
2 The ability to evaluate different approaches to design practice and communicate these,	F1,F2,S1,S2										
3 Knowledge of the factors that affect the outcome of design.	F1,F2,S1,S2										
4 The ability to evaluate appropriateness of different approaches to design practice.	F1,F2,S2										
<p>21.</p>	<p><b>Assessment and feedback</b> <i>Formative exercises and tasks:</i></p> <p>F1. Presentation/critique of ongoing work F2. Sketchbook recording processes and outcomes</p>										

	<p><i>Summative assessments:</i></p> <p>S1. Exhibition</p> <p>S2. Sketchbook/log of processes and reflective practice</p>	<p>Weighting %</p> <p>60%</p> <p>40%</p>
22.	<p>Learning resources</p> <p>Library</p> <p>Digital resources</p> <p>Study trips and visits</p> <p>Key Texts:</p> <ul style="list-style-type: none"> <li>● Ellen Lupton (2015) <i>Graphic Design: The New Basics</i>. Princeton Architectural Press</li> <li>● Stephen J Eskilson (2019) <i>Graphic Design: A History</i>. Laurence King Publishing</li> <li>● Kimberly Elam (2007) <i>Typographic Systems: Frameworks for Type Beyond the Grid</i>. Princeton Architectural Press</li> <li>● Josef Muller Brockman (1999) <i>Grid Systems in Graphic Design</i>. Verlag Niggli</li> <li>● Ellen Lupton (2010) <i>Thinking With Type: A Critical Guide for Designers, Writers, Editors, &amp; Students</i>. Princeton Architectural Press</li> <li>● Simon Garfield (2011) <i>Just My Type</i>. Profile Books</li> <li>● Adrian Shaughnessy (2009) <i>Graphic Design: A User's Manual</i>. Laurence King Publishing</li> </ul>	
23.	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, tutorials will necessarily entail times reading around identified relevant subject areas.</p> <p>Study Skills Support</p> <p>Research skills</p> <p>Presentations</p> <p>Referencing and plagiarism</p> <p>Reading and note taking</p> <p>Academic writing</p>	

## Module Descriptor - Design: Creation and Production

1.	Module code	GDE4004-20			
2.	Module title	Design: Creation and Production			
3.	Subject	Graphic Design			
4.	Core, Required or Required* for	BA (Hons) Graphic Design			
5.	Level	4			
6.	UK credits	20			
7.	ECTS credits	10			
8.	Optional for	NA			
9.	Excluded combinations	NA			
10.	Pre-requisite or co-requisite	None			
11.	Class contact time: total hours	Total Hours: 70			
12.	Independent study time: total hours	Total Hours: 130			
13.	Semester(s) of delivery	Semester 2			
14.	Main campus location	Loxton Campus (UCW)			
15.	Module co-ordinator	Vicki King			
16.	Additional costs involved	N/A			
17.	Brief description and aims of module	<p>This module provides you with the opportunity to explore and develop your personal design practice. A self-initiated brief will be encouraged to explore areas of design on an environmental, ethical or social level. Your research will identify key designers within your area of choice and explore how they could influence your design practice.</p> <p>This will allow you to develop your ideas and concepts, design development and production techniques which will increase your awareness of professional standards.</p>			
18.	Outline Syllabus	<p>The syllabus will allow you to explore your own creative ideas whilst providing with you with a framework for your future creative and professional development.</p> <p>The realisation of your ideas and the influences on them by your research will aid in the development of your skillset. As part of this process you will appropriately</p>			

	<p>select design methods and techniques allowing you to extend your creative knowledge and begin to define both your direction and emerging practice.</p> <p>In the application of research and design development you are expected to apply and develop project management skills in order to complete your negotiated brief.</p> <p>Specific areas of study will include: Initiate a negotiated design brief.</p> <ul style="list-style-type: none"> <li>● Independently develop your design practice.</li> <li>● Explore visual and written research relating to formal theories in design.</li> <li>● Exploration of environmental, ethical and social influences on design.</li> <li>● Planning and managing a project.</li> </ul>								
<p>19.</p>	<p>Teaching and learning activities</p> <p>Teaching and learning activities will include lectures, seminar presentations, group work, practical and digital workshops, one-to-one tutorials and a final presentation.</p> <p>Through studio practice and self-directed study, you will document your practical and academic performance in a physical and digital forms.</p> <p>You will be expected to reflect upon your current skillset and approach to design to identify areas of development to your emerging practice.</p> <p>Within this module you will use peer and self-assessment at formative assessment points to review progress and identify areas for improvement.</p> <p>Summative assessment includes:</p> <ul style="list-style-type: none"> <li>● Final product/s</li> <li>● Presentation evaluating developments within your creative practice.</li> <li>● Physical sketchbook, supporting materials and a digital blog that document the practical development of your project.</li> <li>● Analytical accounts of progress</li> </ul>								
<p>20.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;"><i>Intended learning outcomes</i> <i>By successful completion of the module, you will be able to demonstrate:</i></th> <th style="width: 30%;"><i>How assessed</i></th> </tr> </thead> <tbody> <tr> <td>1. The ability to evaluate the appropriateness of problem solving methods within the context of design practice.</td> <td>F1, F2, S1, S2</td> </tr> <tr> <td>2. Knowledge of a range of materials and technologies and their impact on the design and making process.</td> <td>F1, F2, S1, S2</td> </tr> <tr> <td>3. Knowledge of the underlying concepts of project management techniques in the context of design.</td> <td>F1, F2, S2</td> </tr> </tbody> </table>	<i>Intended learning outcomes</i> <i>By successful completion of the module, you will be able to demonstrate:</i>	<i>How assessed</i>	1. The ability to evaluate the appropriateness of problem solving methods within the context of design practice.	F1, F2, S1, S2	2. Knowledge of a range of materials and technologies and their impact on the design and making process.	F1, F2, S1, S2	3. Knowledge of the underlying concepts of project management techniques in the context of design.	F1, F2, S2
<i>Intended learning outcomes</i> <i>By successful completion of the module, you will be able to demonstrate:</i>	<i>How assessed</i>								
1. The ability to evaluate the appropriateness of problem solving methods within the context of design practice.	F1, F2, S1, S2								
2. Knowledge of a range of materials and technologies and their impact on the design and making process.	F1, F2, S1, S2								
3. Knowledge of the underlying concepts of project management techniques in the context of design.	F1, F2, S2								



	4. An ability to accurately evaluate and reliably communicate key findings of a design project.	F1, F2, S1
21.	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <ol style="list-style-type: none"> <li>Interim progress critiques and presentations. In planned sessions students constructively appraise the future direction of their creative development. Tutorials will monitor personal progression, research and the development of outcomes. This assessment provides an action plan to develop independent learning.</li> <li>Ongoing physical and digital creative sketchbook or blog to include written reflective accounts and research. You will document processes and outcomes within your project.</li> </ol>	
	<p><i>Summative assessments:</i></p> <ol style="list-style-type: none"> <li>Portfolio (to include design outcomes and sketch book)</li> <li>Presentation (10 minutes with 10 minutes questioning)</li> </ol>	<p>Weighting%</p> <p>60%</p> <p>40%</p>
22.	<p>Learning resources</p> <p>Studio's Library Work based venue VLE/internet</p> <p>Key Texts</p> <ul style="list-style-type: none"> <li>Pip Seymour (2003) The artist's handbook: a complete professional guide to materials and techniques Arcturus Publishing</li> <li>Althoff, Kai et al (2002) Drawing Now: Eight Propositions. The Museum of Modern Art, New York.</li> <li>D.J. Huppatz. (2019) Design, The Key Concepts. Bloomsbury Visual Arts</li> <li>Charles Wallschlaeger, Cynthia Busic-Snyder (1992) Basic Visual Concepts and Principles for Artists, Architects and Designers. Wm. C. Brown Publishers</li> <li>Adrian Shaughnessy (2009) Graphic Design: A User's Manual. Laurence King Publishing</li> <li>Ellen Lupton (2015) Graphic Design: The New Basics. Princeton Architectural Press</li> </ul>	
23.	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas.</p> <p>Study Skills Support</p>	

	Getting organised Presentations
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## Module Descriptor - Design Materials and Processes

1.	Module code	GDE4005-20			
2.	Module title	Design Materials and Processes			
3.	Subject	Graphic Design			
4.	Core, Required or Required* for	BA (Hons) Graphic Design			
5.	Level	4			
6.	UK credits	20			
7.	ECTS credits	10			
8.	Optional for	NA			
9.	Excluded combinations	NA			
10.	Pre-requisite or co-requisite	None			
11.	Class contact time: total hours	Total Hours: 70			
12.	Independent study time: total hours	Total Hours: 130			
13.	Semester(s) of delivery	Semester 1			
14.	Main campus location	UCW Loxton Campus			
15.	Module co-ordinator	Simon Taylor			
16.	Additional costs involved	N/A			
17.	<p>Brief description and aims of module</p> <p>In this module, taught workshops introduce you to a broad range of creative, practical and technical skills. These workshops are designed to enhance and develop both your design and creative skills as well as increasing your understanding of the relationship that exists between ideas, materials and technology.</p> <p>Multidisciplinary workshops will provide you with opportunity to develop your skills both in traditional and digital design production. This will develop your capacity to understand, control and visually communicate through the use of materials and processes. You will focus on increasing your understanding of the relationship between ideas, materials and production processes.</p>				

	<p>This module encourages the explorative use of processes and experimental practice to develop your innovative approaches needed to fulfil design briefs.</p> <p>Importance will be placed on developing a diverse professional skill set by using practical and technological methods, effective planning, and time-management to enable you to prepare for self-directed study.</p> <p><b>The aims of this module are to</b></p> <ul style="list-style-type: none"> <li>● Develop your skills through creative workshops and reflective practice.</li> <li>● Develop an experimental approach to the use of materials and technology.</li> <li>● Develop a framework that will allow you to plan, prioritise and manage techniques.</li> </ul>
18.	<p>Outline syllabus</p> <p>Tutor led workshops will impart technical skills and production techniques.. You will be expected to develop understanding, practice control and expand your visual communication skills using a wide range of materials and processes.</p> <p>You will be expected to reflect upon your ongoing practice, developing consistent analytical records presented in physical and digital formats.</p> <p>To further innovate creative practice, an emphasis will be placed upon selecting multidisciplinary skills and production techniques to develop the skillset needed in the creative industries and wider employment.</p>
19.	<p>Teaching and learning activities</p> <p>You will be taught through skills-based learning in a diverse programme of workshops using an array of teaching and learning activities; which will build core skills needed for design practitioners.</p> <p>You will be encouraged to utilise current industry standard digital technologies to enable you to develop skills that align to creative industry requirements.</p> <p>Throughout this module, you will document your practice in sketchbooks and digital formats. Analysis of technical information and personal performance should be documented in written, visual or alternative formats.</p> <p>Indicative areas of study will include:</p> <ul style="list-style-type: none"> <li>● Skills-based workshops.</li> <li>● The application of digital tools within creative practice.</li> <li>● The documentation of workshop practice with both a physical and digital portfolio of evidence.</li> </ul>

	<ul style="list-style-type: none"> <li>Analytical records of technical practice and additional information developing specific areas of practice</li> </ul>	
20.	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>1. Knowledge and understanding of the connections between a range of working practices that broaden the scope of creative practice.</li> <li>2. Understanding of the relationship that exists between ideas, design and materials.</li> <li>3. Knowledge of the range of materials and technologies available to the design practitioner.</li> <li>4. The ability to present and evaluate ideas for own creative development and production within a design context.</li> </ol>	<p><i>How assessed</i></p> <p>F1, F2, S1, S2</p> <p>F1, F2, S1, S2,</p> <p>F1, F2, S1, S2,</p> <p>F1, F2, S1, S2,</p>
21.	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Creative journal/sketchbook/blog to include written reflective accounts and technical research. You will document processes and outcomes within your practice - reflection based on peer &amp; tutor feedback.</p> <p>F2. Presentation &amp; group critique (10mins)</p>	
	<p><i>Summative assessments:</i></p> <p>S1. Creative portfolio.</p> <p>S2. Presentation (10 minutes with 10 minutes questioning).</p>	<p>Weighting%</p> <p>60%</p> <p>40%</p>
22.	<p>Learning resources</p> <p>Workshops Studios Library Digital Study trips and visits</p> <p>Key Texts:</p> <ul style="list-style-type: none"> <li>Charles Wallschlaeger, Cynthia Busic-Snyder (1992) Basic Visual Concepts and Principles for Artists, Architects and Designers. Wm. C. Brown Publishers</li> </ul>	

	<ul style="list-style-type: none"><li>● Althoff, Kai et al (2002) Drawing Now: Eight Propositions. The Museum of Modern Art, New York.</li><li>● Pip Seymour (2003) The artist's handbook: a complete professional guide to materials and techniques Arcturus Publishing</li><li>● Tanya Kovats, 2017, The Drawing Book: A Survey of Drawing - The Primary Means of Expression, Black Dog Publishing</li><li>● People of Print: Innovative, Independent Design &amp; Illustration (2017) Thames and Hudson</li><li>● Mike Parry (2011) Pulled: A Catalog of Screen Printing. Princeton Architectural press</li></ul>
23.	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. Although there may be times when you will need to research and read around the skills and application of a creative process.</p>

## Module Descriptor - Design Collaboration

1.	Module code	GDE5000-20		
2.	Module title	Design Collaboration		
3.	Subject	Graphic Design		
4.	Core, Required or Required* for	BA (Hons) Graphic Design		
5.	Level		5	
6.	UK credits	20		
7.	ECTS credits	10		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	None		
11.	Class contact time: total hours	Total Hours: 70		
12.	Independent study time: total hours	Total Hours: 130		
13.	Semester(s) of delivery	Semester 1		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Vicki King		
16.	Additional costs involved	NA		
17.	Brief description and aims of module	<p>This module introduces you to the concepts of entrepreneurship through the practical exploration of individual, collaborative and organisational enterprise.</p> <p>To further the development of your entrepreneurial skills, engagement with peers and clients. This will include other internal educational disciplines and beneficial collaborations. You will consider the ways in which to engage with your fellow designers to meet the client brief.</p> <p>This module will encourage you to both identify and explore the differing roles and skillsets that are prevalent in within a design studio.</p> <p>Teamwork, organisation, management and design, along with the development of a range of skills and other learning opportunities will allow you to critically reflect on the collaborative opportunities available to further a career within the creative industries.</p>		

	<p><b>The module aims to:</b></p> <ul style="list-style-type: none"> <li>● Provide opportunities to develop professional confidence and skills through outward facing projects, encourage skill sharing and collaborative working, preparing for work as a freelance designer or in a design agency role or similar within the creative industries.</li> <li>● Encourage entrepreneurship, enterprise and networking skills.</li> <li>● Provide opportunities to learn and critically reflect on the skills of collaboration by engaging with interdisciplinary projects.</li> <li>● Develop opportunities to structure and communicate ideas effectively; practically, orally and in writing.</li> </ul>
<p>18.</p>	<p><b>Outline Syllabus</b></p> <p>The module provides opportunities for you to work with others in collaborative projects. You will engage with fellow students to combine abilities, creative attributes in order to develop innovative practice. The module will be structured through assignments which encourage the formation of group study and teamwork. Groups will undertake an assignment that is sourced externally.</p> <p>The types of project work could include:</p> <ul style="list-style-type: none"> <li>● An exhibition or online event.</li> <li>● An external client brief</li> <li>● Work-based or placement learning.</li> <li>● Collaboration across educational departments e.g. sciences, construction.</li> </ul> <p>There will be an emphasis on forming co-operative working arrangements where individual skills are recognised and encouraged to enable as a team the successful completion of the project. You will be expected to contribute to solving the challenges set and initiate creative and entrepreneurial solutions.</p> <p>This will develop skills in:</p> <ul style="list-style-type: none"> <li>● Problem solving, divergent thinking, critical thinking.</li> <li>● Decision making, co-operation, compromise and negotiating.</li> <li>● Design development and production.</li> <li>● Use of promotional materials and on-line platforms.</li> </ul> <p>Effective communication with the assistance of staff will be essential between you, your group and the client to ensure that your progress is fulfilling the project aims and objectives. Project management will monitor schedules, interim and final deadlines.</p> <p>Technology should be used when appropriate to effectively resolve making and production. You will be expected to record all group activity and devise appropriate ways to promote your project or venture.</p>



<p>19.</p>	<p>Teaching and learning activities</p> <p>Teaching and learning will be supported and developed through:</p> <ul style="list-style-type: none"> <li>● Group work to develop collaborative practice. Outcomes will be reflected upon, critically scrutinised to support your individual creative practice.</li> <li>● Independent study will develop a personal research folder that will be used to contribute ideas, strategies for innovative approaches to collaborative work.</li> <li>● Guest Lectures will define differing approaches to professional practice.</li> <li>● Regular tutorials will support your personal and group collaborative activity. This will provide advice and guidance towards developing creative and practical solutions involved in your collaborative project.</li> <li>● Seminar, group debate / critiques will discuss, examine and analyse the challenges surrounding a group project. These will include executing the project, management skills, fulfilment of the client brief, time management, contingency plans, the effectiveness of design strategies and the importance of collaborative practice to develop a sustainable practice.</li> </ul> <p>To ensue all group members, participate equally you will be required to document all project activity in a personal research folder that evidences individual ideas, designs and management activity. This material will cross reference to a group folder and the project outcomes.</p>										
<p>20.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;"><i>Intended learning outcomes</i> <i>By successful completion of the module, you will be able to demonstrate:</i></th> <th style="width: 30%;"><i>How assessed</i></th> </tr> </thead> <tbody> <tr> <td>1. An ability to present and communicate information and analysis related to design projects to a variety of audiences within the creative industries.</td> <td>F1, F2, S1, S2</td> </tr> <tr> <td>2. Critical understanding of working in a collaborative setting within the creative industries.</td> <td>F1, F2, S1, S2</td> </tr> <tr> <td>3. The ability to work collaboratively, applying techniques to achieve a project outcome within a design context.</td> <td>F1, F2, S1, S2</td> </tr> <tr> <td>4. An ability to critically review and present findings of collaborative project within a design context</td> <td>F1, F2, S1</td> </tr> </tbody> </table>	<i>Intended learning outcomes</i> <i>By successful completion of the module, you will be able to demonstrate:</i>	<i>How assessed</i>	1. An ability to present and communicate information and analysis related to design projects to a variety of audiences within the creative industries.	F1, F2, S1, S2	2. Critical understanding of working in a collaborative setting within the creative industries.	F1, F2, S1, S2	3. The ability to work collaboratively, applying techniques to achieve a project outcome within a design context.	F1, F2, S1, S2	4. An ability to critically review and present findings of collaborative project within a design context	F1, F2, S1
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2. Critical understanding of working in a collaborative setting within the creative industries.	F1, F2, S1, S2										
3. The ability to work collaboratively, applying techniques to achieve a project outcome within a design context.	F1, F2, S1, S2										
4. An ability to critically review and present findings of collaborative project within a design context	F1, F2, S1										
<p>21.</p>	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Research folder to provide a reflective account of your engagement with your collaborative group and the role that you played within it. Evidence of research into other collaborative / entrepreneurial opportunities.</p> <p>F2. Presentation to reflect upon the collaborative process.</p> <p><i>Summative assessments:</i></p>										
	Weighting%										

	<p>S1. Portfolio</p> <p>S2. Presentation (15 mins and 10 mins questioning)</p>	<p>40%</p> <p>60%</p>
<p>22.</p>	<p>Learning resources</p> <p>Studio</p> <p>Library</p> <p>VLE</p> <p>Visits</p> <p>Seminars and lectures</p> <p>Key Texts:</p> <ul style="list-style-type: none"> <li>● Claire Bishop (2006) Participation Whitechapel Gallery</li> <li>● Ezio Manzini Design (2015) When Everybody Designs: An Introduction to Design for Social Innovation The MIT Press</li> <li>● Pablo Helguera (2011) Education for Socially Engaged Art: A Materials and Techniques Handbook Jorge Pinto Books Inc.; Illustrated edition</li> <li>● Anthony Burrill (2020) Work Hard &amp; Be Nice to People. Virgin Books</li> </ul>	
<p>23.</p>	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Ezio Manzini Design (2015) When Everybody Designs: An Introduction to Design for Social Innovation The MIT Press is recommended as a key text to do this.</p> <p>Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas</p> <p>Study Skills Support</p> <p>Presentations</p> <p>Research skills</p>	

## Module Descriptor - Working with Industry

Module code	GDE5001-20
Module title	Working with Industry
Subject	Graphic Design
Core, Required or Required* for	BA(Hons) Graphic Design
Level	5
UK credits	20 Credits
ECTS credits	10 Credits
Optional for	N/A
Excluded combinations	N/A
Pre-requisite or co-requisite	N/A
Class contact time: total hours	Total Hours: 70
Independent study time: total hours	Total Hours: 130
Semester(s) of delivery	Semester 2
Main campus location	UCW Loxton
Module co-ordinator	Michael Parr
Additional costs involved	Nil
<p><b>Brief description and aims of module</b></p> <p>This module places an emphasis upon your professional development with the introduction of industry contacts through the setting of external client briefs. The aim of the module is for you to develop your professional skillset; you will also begin to develop your understanding of working within a team environment as well as your business acumen such as networking and client communication.</p> <p>You will be encouraged to develop a reflective approach to your development; identifying areas for professional development including seeking and receiving constructive criticism in terms of work, project management and development of communication skills to both clients and colleagues.</p> <p>Utilising other module outcomes, creative practice and management skills, you will recognise and investigate commercial products and pathways to determine the underpinning research necessary to create design for a given industry area.</p> <p>Your individual practice will focus on the synthesis of effective design, development and professional execution to produce innovative designs along with a critical and systematic evaluation of your practice outcomes.</p>	

	<p>This module will develop your experience and skill in working within the design industry.</p> <p>Placements</p> <p>Applying theoretical skills/knowledge to real life, workplace based contexts - employability</p> <p>QAA</p> <p>Harness creativity to design innovative solutions for a client-based brief</p> <p>Flexible</p> <p>Aesthetic sensibility</p> <p>Aims</p> <ul style="list-style-type: none"> <li>● To develop the capacity to work independently - self determination</li> </ul> <p>To develop the ability to communicate in a range of formats - Variety of written forms to articulate and synthesise understanding</p> <ul style="list-style-type: none"> <li>● To identify and solve design problems</li> <li>● To make critical judgements</li> <li>● To be mindful of audience - professional needs</li> </ul>
<p>11.</p>	<p>Outline syllabus</p> <p>The module explores working in a self identified area of the creative industries. Within it you will explore the skills needed within the world of work. This is done through the introduction of external client briefs within the context of this module. You will be exposed to the nuances of work and identify the skills needed to be successful within it.</p> <p>This module will cover:</p> <ul style="list-style-type: none"> <li>- Introduction to business concepts</li> <li>- Networking</li> <li>- The importance of brief design</li> <li>- Effective negotiation and communication</li> </ul>
<p>12</p>	<p>Teaching and learning activities</p> <p>This will be supported and developed through:</p> <ul style="list-style-type: none"> <li>● A self-initiated industry placement</li> <li>● Research into industry areas</li> <li>● Reflective log detailing your industry activities             <ul style="list-style-type: none"> <li>● Self-directed study.</li> <li>● One-to-one tutorials with your studio tutor.</li> <li>● Live client briefs</li> </ul> </li> </ul> <p>You will learn to develop and sustain self-directed studio practice, and how to direct and resource your practice appropriately.</p> <p>You will also benefit from visiting industry specialists who contribute to tutorials and workshops.</p>

13	<p>Intended learning outcomes  <i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>1 A critical understanding of the role of communication within a professional context.</li> <li>2 Critical understanding of professional standards and design principles, and the ability to apply these to professional contexts within the creative industries.</li> <li>3 An evaluative approach to how design concepts and theories are integrated within creative practice.</li> <li>4 The ability to manage own professional development within a creative industry practice.</li> </ol>	<p><i>How assessed</i></p> <p>F1,F2,F3, S1,S2</p> <p>F2,F3, S1</p> <p>F1,F2, F3,S2</p> <p>F1,F2,F3, S2</p>
14	<p>Assessment and feedback  <i>Formative exercises and tasks:</i>                      F1. Tutorials                      F2. Participation in business and communication seminars                      F3. Presentations</p> <p><i>Summative assessments:</i></p> <p>S1. Portfolio of reflective work                      S2. Presentation of industry work to clients and tutors</p>	<p>Weighting%</p> <p>50%</p> <p>50%</p>
15	<p>Learning resources</p> <p>Studio                      Library                      VLE                      Visits                      Seminars and lectures</p> <p>Key Texts:</p> <ul style="list-style-type: none"> <li>• Kleon, Austin. <i>Show Your Work! : 10 Things Nobody Told You About Getting Discovered</i>. New York: Workman, 2014</li> <li>• Shaughnessy, Adrian (2005) <i>How to Be a Graphic Designer, Without Losing Your Soul</i>. London: Laurence King</li> <li>• Anthony Burrill (2020) <i>Work Hard &amp; Be Nice to People</i>. Virgin Books</li> <li>• Michael Beirut (2021) <i>How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world</i>. Thames &amp; Hudson</li> <li>• Andy Cooke (2018) <i>Graphic Design for Art, Fashion, Film, Architecture, Photography, Product Design and Everything in Between</i>. Prestel</li> <li>• Radim Malinic (2018) <i>Book of Ideas: 2: a journal of creative direction and graphic design - Volume 2</i>. Brand Nu Ltd</li> <li>• Graphic Artists Guild (2021) <i>Graphic Artists Guild Handbook, 16th Edition: Pricing &amp; Ethical Guidelines</i>, MIT Press</li> </ul>	
16	<p>Preparatory work                      No specific prep required but reading around the subject maybe helpful before tutorials etc etc</p>	

## Module Descriptor - Research in Context

1.	Module code	GDE5002-20
2.	Module title	Research in Context
3.	Subject	Graphic Design
4.	Core, Required or Required* for	BA (Hons) Graphic Design
5.	Level	5
6.	UK credits	20
7.	ECTS credits	10
8.	Optional for	NA
9.	Excluded combinations	NA
10.	Pre-requisite or co-requisite	None
11.	Class contact time: total hours	Total Hours: 70
12.	Independent study time: total hours	Total Hours: 130
13.	Semester(s) of delivery	Semester 1
14.	Main campus location	UCW Loxton Campus
15.	Module co-ordinator	Kari Nygard
16.	Additional costs involved	NA
17.	<p>Brief description and aims of module</p> <p>This aim of this module is to develop your on-going critical understanding of the contemporary, historical and cultural influences which will inspire and inform your design practice. The module aims to provide you with the skills necessary to become an independent researcher and apply your research to your creative practice through the contextual study of design.</p> <p>You will analyse how technology, communication, politics and global issues shape the creative intentions of designers. You will examine the changing social structures and occupational patterns that have informed many of the debates around design up to the present time.</p>	

	<p>Individual research resulting from engagement with specific creative industry areas will support personal enquiry and enable development and innovation within your design practice and help define creative solutions.</p> <p>Applied research/action research</p> <p>The module aims to:</p> <ul style="list-style-type: none"> <li>● Develop an understanding of how communication, technology, politics and global issues shape the creative intentions of designers and their audience.</li> <li>● Develop the use of research methods to identify and define creative solutions.</li> <li>● Develop the ability to question the creative practitioner’s role and the impact and meanings of design for society, culture and the environment</li> <li>● Provide a range of methodologies and approaches to support the development of creative practice</li> </ul>
<p>18.</p>	<p>Outline syllabus</p> <p>The module will study major critical theories that have affected contemporary design practice. You will also consider how current worldwide issues are influencing creative practice, industry and debate.</p> <p>By reflecting upon your own practice, you will identify and justify appropriate research approaches to expand your own creative development.</p> <p>With consideration to your practice you will become familiar with the context within which you are working through its past and present discourses, and looking towards future debates. Ongoing reflection and analysis of your specialist field and marketplace will identify opportunities available to develop your design practice.</p>
<p>19.</p>	<p>Teaching and learning activities</p> <p>This module will place an emphasis on the use of research to consolidate the knowledge and understanding necessary to assist you in the application of creative and theoretical learning.</p> <ul style="list-style-type: none"> <li>● Lectures will impart necessary information to illustrate, guide and advise.</li> <li>● Independent study will be expected to reflect upon your personal practice and the development of personal research. Independent enquiry of self-initiated research will be reflected upon, critically evaluated and utilised to support your professional practice.</li> <li>● Seminar, group debate and group critiques will discuss, examine and analyse how research is instrumental to promote creativity for design innovation and a sustainable practice.</li> <li>● Presentations will allow the development personal and professional skills needed to sustain a successful practice.</li> <li>● Regular one-to-one tutorials will support and provide advice and guidance towards methods that could be used to produce original research projects.</li> </ul>

20.	<p>Intended learning outcomes  <i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>1. Critical understanding of how design has changed in the context of post-modernism to the present day.</li> <li>2. The application of knowledge and a critical understanding of how technology has influenced design.</li> <li>3. The ability to critically analyse the ethical implications of research for design practice and propose solutions to these.</li> <li>4. Knowledge and critical understanding of a range of practices in contemporary graphic design, and the ability to critically evaluate the appropriateness of these practices within the design industry.</li> </ol>	<p><b>How assessed</b></p> <p>F1, F2, S1, S2</p> <p>F1, F2, S1</p> <p>F1, F2, S2</p> <p>F1, F2, S2</p>
21.	<p>Assessment and feedback  <i>Formative exercises and tasks:</i></p> <p>F1. Research folder to demonstrate ongoing identification and engagement with appropriate research to expand your own creative development and consider current social, ethical and environmental concerns.</p> <p>F2. Tutorials will monitor personal progress, research and the development of outcomes. This assessment provides an action plan to develop independent learning.</p> <p><i>Summative assessments:</i></p> <p>S1. Research folder.</p> <p>S2. Essay (2500 words)</p>	<p>Weighting%</p> <p>50%</p> <p>50%</p>
22.	<p>Learning resources</p> <p>Studio          Library          VLE          Visits          Seminars and lectures</p> <p>Key Text:</p> <ul style="list-style-type: none"> <li>• Bell, J. (2005). <i>Doing Your Research Project</i>. (4th ed.) Milton Keynes: Open University Press</li> <li>• Cottrell, S. (2005). <i>Critical Thinking Skills: Developing Effective Analysis &amp; Argument</i>. London: Palgrave Macmillan</li> <li>• Denscombe, M (2007). <i>The Good Research Guide</i>. (3rd ed.) Milton Keynes: Open University Press</li> </ul>	



	<ul style="list-style-type: none"> <li>• Sturken, M. Cartwright, L (2009) Practices of Looking: An introduction to visual culture. 2nd Edition Oxford University Press</li> <li>• Carole Gray &amp; Julian Malins (2004) Visualizing Research A Guide to the Research Process in Art and Design. Routledge</li> <li>• Russell Bestley &amp; Ian Nova (2018) Visual Research: An Introduction to Research Methods in Graphic Design. Bloomsbury Visual Arts</li> <li>• Gavin Ambrose (2019) Design Thinking for Visual Communication (Basics Design). Bloomsbury Visual Arts</li> <li>•</li> </ul>
23.	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Sturken, M. Cartwright, L (2009) Practices of Looking: An introduction to visual culture. 2nd Edition Oxford University Press is recommended as a key text to do this. Tutorials will necessarily entail times reading around identified relevant subject areas</p> <p>Study Skills Support</p> <p>Presentations</p> <p>Referencing and plagiarism</p> <p>Academic writing</p> <p>Research projects / dissertations</p>

## Module Descriptor - Sustainable Design

1.	Module code	GDE5003-20		
2.	Module title	Sustainable Design		
3.	Subject	Graphic Design		
4.	Core, Required or Required* for	BA (Hons) Graphic Design		
5.	Level		5	
6.	UK credits	20		
7.	ECTS credits	10		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	None		
11.	Class contact time: total hours	Total Hours: 70		
12.	Independent study time: total hours	Total Hours: 130		
13.	Semester(s) of delivery	Semester 2		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Vicki King		
16.	Additional costs involved	NA		
17.	<p>Brief description and aims of module</p> <p>This module will enable you to develop a diverse professional skillset using practical technological and ecologically friendly formats. Working with traditional, contemporary and digital practices you will analyse, enable and improve your sustainable performance as a designer.</p> <p>This module focus underpins the necessity of understanding the role designers play in determining their ecological impacts. Contextual awareness will investigate tensions between industrial practice, global and local communities, advocated strategies and how this impacts your professional responsibility.</p> <p>Importance will be placed upon your practice research that sources environmentally friendly knowledge to develop strategies for implementing a conscientious understanding to materials, efficiency in production and good design practice. These will include problem solving methods, sourcing of materials, adapting materials and considering production techniques required for a sustainable practice.</p>			

	<p>The module aims to:</p> <ul style="list-style-type: none"> <li>● Develop an awareness to the topics and discourses surrounding environmental issues.</li> <li>● Develop a resourceful and sustainable approach to the creation of products.</li> <li>● Develop research methods that address and employ ecologically aware production methods and materials.</li> <li>● Develop the ability to apply and review sustainable methods to enable ethical and ecologically responsible projects.</li> </ul>
<p>18.</p>	<p>Outline syllabus</p> <p>In this module you will focus on current issues and debates surrounding the impact design production has on the environment and examine the ethical responsibilities that you have as a practitioner. In response to a set brief, you will explore strategies and practical solutions to improve and develop an ecologically sustainable practice.</p> <p>By examining your specialist field, you will develop research and knowledge to gain an understanding into the materials and production methods utilised in your subject area. You will then consider the environmental impact to assess whether they are appropriate to good practice and so sustainable for future use.</p> <p>By reflecting on your findings, you will then define these ecological problems and work towards solutions that could modify and improve your creative practice. These could include the sourcing of recycled or local materials, adopting efficient production methods, examining the circular economy and the identification of suitable marketplaces.</p> <p>You will plan and manage your research by reflecting upon your work to develop simple, realistic and achievable solutions in building ethical awareness to achieve a sustainable and professional future practice.</p>
<p>19.</p>	<p>Teaching and learning activities</p> <p>Teaching and learning will be supported and developed through:</p> <ul style="list-style-type: none"> <li>● Independent study to develop your personal practice. Outcomes will be reflected upon, critically scrutinised and used to support and to adapt practice</li> <li>● Independent study will develop a research folder reflecting your approach to creating a sustainable practice.</li> <li>● Lecture programme to examine current environmental issues on a global, national, and local basis will support awareness of current and future creative solutions to the ecological challenges faced in contemporary art and design practice.</li> </ul>

	<ul style="list-style-type: none"> <li>• Regular one-to-one tutorials will support your personal direction and provide advice and guidance towards producing personal research and practical solutions.</li> <li>• Seminar, group debate / critiques will discuss, examine and analyse environmental problems facing the creative industries and how effective and innovative design can develop a sustainable practice.</li> </ul> <p>Emphasis will be placed on consolidating understanding and consideration of current environmental issues, concerns and debates.</p> <p>Problem solving will be practically implemented and skills developed through the exploration and development of technical, technological and innovative practice.</p> <p>This module should be used in conjunction with other practical activities to develop an ethical framework for present and future working systems.</p>	
20.	<p>Intended learning outcomes <i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>1. Knowledge and critical understanding of ecological implications within a sustainable design practice.</li> <li>2. The ability to critically evaluate how current ethical and ecological debates influence perceptions of design practice within a creative industry context.</li> <li>3. Knowledge and critical understanding of sustainable practices that operate within the creative industries.</li> <li>4. The ability to analyse, formulate, critically review and present your findings within a graphic design context.</li> </ol>	<p><i>How assessed</i></p> <p>F1, F2, S1, S2</p> <p>F1, F2, S2</p> <p>F1, F2, S1, S2</p> <p>F1, F2, S1</p>
21.	<p>Assessment and feedback <i>Formative exercises and tasks:</i></p> <p>F1. Research folder documenting your research into the environmental implications of your creative practice and the wider debates within the creative industries.</p> <p>F2. Tutorials will monitor personal progress, research and development. This process will provide an action plan to develop independent learning. Tutorials will monitor personal progress, research and development. This process will provide an action plan to develop independent learning.</p> <p><i>Summative assessments:</i></p> <p>S1. Research Folder to demonstrate the research undertaken with reflective account of the impact upon your creative practice</p>	<p>Weighting%</p> <p>70%</p> <p>30%</p>

	<p>S2. Presentation (10 minutes with 10 minutes for questioning) to provide an overview of the research and its implications on your creative practice.</p>	
<p>22.</p>	<p>Learning resources</p> <p>Studio Library VLE Visits Seminars and lectures Key Texts:</p> <ul style="list-style-type: none"> <li>● Chick, Anne &amp; Micklethwaite Paul (2011) Design for Sustainable Change: How Design and Designers can Drive the Sustainability Agenda AVA Publishing</li> <li>● Mike press, Rachel Cooper (2017) The design Experience: the Role of Design and Designers in the Twenty-First Century. Ashgate</li> <li>● Martin Raymond (2003) The Tomorrow people: Future Consumers and How to Read Them. Financial Times Prentice Hall</li> <li>● Tim Parsons (2009) Thinking, Objects: Contemporary Approaches to Product Design AVA Academia 2009</li> <li>● Wasted: When Trash Becomes Treasure Katie Treggiden</li> </ul>	
<p>23.</p>	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Chick, Anne &amp; Micklethwaite Paul (2011) Design for Sustainable Change: How Design and Designers can Drive the Sustainability Agenda is recommended as a key text to do this. Tutorials will necessarily entail times reading around identified relevant subject areas.</p>	

## Module Descriptor - Design for Social Impact

1.	Module code	GDE5004-20		
2.	Module title	Design for Social Impact		
3.	Subject	Graphic Design		
4.	Core, Required or Required* for	BA (Hons) Graphic Design		
5.	Level		5	
6.	UK credits	20		
7.	ECTS credits	10		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	None		
11.	Class contact time: total hours	Total Hours: 70		
12.	Independent study time: total hours	Total Hours: 130		
13.	Semester(s) of delivery	Year long		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Kari Nygard		
16.	Additional costs involved	NA		
17.	Brief description and aims of module	<p>Brief Description &amp; Aims</p> <p>In this module, you will develop your understanding of the impact and influence of design on wider society and your role as a designer in influencing change and supporting communities. It will introduce you to the diverse range of design areas that converge to provide solutions to social problems.</p> <p>You will identify an area of interest to create a practical and theoretical research project to meet a need within a community. You will write a proposal, receiving feedback from tutors and peers</p> <p>You will use the Double Diamond design framework along with qualitative and quantitative research methods, building on prior learning within contextual modules, to apply to a real-life issue.</p> <p>You will then apply this learning to design solutions.</p>		

	<p>Industry pitching/presentation</p> <p>Realisation of ideas.</p> <p>Building on theoretical knowledge and combining with practical process - client based</p> <p>The module aims to:</p> <ul style="list-style-type: none"> <li>● Demonstrate understanding of the role of design for social impact within the creative industries</li> <li>● Identify a suitable topic for research</li> <li>● Develop critical skills with sensitivity and understanding</li> </ul>												
<p>18.</p>	<p>Outline syllabus</p> <p>In this module you will learn about the role design has to play on implementing social change and enhancing people’s lives. You will be introduced to case studies, guest speakers, visits</p> <ul style="list-style-type: none"> <li>● “Identifying a suitable topic for research.</li> <li>● The correct approach to identifying research material and methods of analysis.</li> <li>● Critical evaluation of your own practice.</li> <li>● Identifying issues of ethics and sustainability that may impact on your practice.”</li> </ul>												
<p>19.</p>	<p>Teaching and learning activities</p> <p>Teaching and learning will be supported and developed through:</p> <p>Lectures, seminars, group discussions, one-on-one tutorials,</p>												
<p>20.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;"></th> <th style="width: 30%; text-align: right;"><i>How assessed</i></th> </tr> </thead> <tbody> <tr> <td> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> </td> <td></td> </tr> <tr> <td> <p>1 A critical understanding of the influences that have informed current social and creative design practice</p> </td> <td style="text-align: right;">F1, F2, S1, S2</td> </tr> <tr> <td> <p>2 Ability to apply principles of effective research methods within the context of graphic design.</p> </td> <td style="text-align: right;">F1, F2, S2</td> </tr> <tr> <td> <p>3 Critical understanding of the design process and the context in which it is undertaken</p> </td> <td style="text-align: right;">F1, F2, S1, S2</td> </tr> <tr> <td></td> <td style="text-align: right;">F1, F2, S1</td> </tr> </tbody> </table>		<i>How assessed</i>	<p><i>By successful completion of the module, you will be able to demonstrate:</i></p>		<p>1 A critical understanding of the influences that have informed current social and creative design practice</p>	F1, F2, S1, S2	<p>2 Ability to apply principles of effective research methods within the context of graphic design.</p>	F1, F2, S2	<p>3 Critical understanding of the design process and the context in which it is undertaken</p>	F1, F2, S1, S2		F1, F2, S1
	<i>How assessed</i>												
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<p>1 A critical understanding of the influences that have informed current social and creative design practice</p>	F1, F2, S1, S2												
<p>2 Ability to apply principles of effective research methods within the context of graphic design.</p>	F1, F2, S2												
<p>3 Critical understanding of the design process and the context in which it is undertaken</p>	F1, F2, S1, S2												
	F1, F2, S1												

	4 The ability to communicate an informed personal position in relation to design ethics and social impact perspectives in a design context,	
21.	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Research folder documenting your research into the environmental implications of your creative practice and the wider debates within the creative industries.</p> <p>F2. Tutorials will monitor personal progress, research and development. This process will provide an action plan to develop independent learning. Tutorials will monitor personal progress, research and development. This process will provide an action plan to develop independent learning.</p>	
	<p><i>Summative assessments:</i></p> <p>S1. Portfolio of creative response to your social impact theme to include outcomes and sketchbook</p> <p>S2. Essay (2,500 words)</p>	<p>Weighting%</p> <p>70%</p> <p>30%</p>
22.	<p>Learning resources</p> <p>Studio</p> <p>Library</p> <p>VLE</p> <p>Visits</p> <p>Seminars and lectures</p> <p>Key Text:</p> <ul style="list-style-type: none"> <li>• Ezio Manzini Design (2015) When Everybody Designs: An Introduction to Design for Social Innovation The MIT Press</li> <li>• Mike press, Rachel Cooper (2017) The Design Experience: the Role of Design and Designers in the Twenty-First Century. Ashgate</li> <li>• Martin Raymond (2003) The Tomorrow people: Future Consumers and How to Read Them. Financial Times Prentice Hall</li> <li>• Mariana Amatullo (Editor), Bryan Boyer (Editor), Jennifer May (Editor), Andrew Shea (Editor) (2021) Design for Social Innovation: Case Studies from Around the World. Routledge</li> </ul>	
23.	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module.</p>	



## Module Descriptor - Future Planning

1.	Module code	GDE6000-40		
2.	Module title	Future Career Planning		
3.	Subject	Graphic Design		
4.	Core, Required or Required* for	BA (Hons) Graphic Design		
5.	Level			6
6.	UK credits	40		
7.	ECTS credits	20		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	None		
11.	Class contact time: total hours	Total Hours: 140		
12.	Independent study time: total hours	Total Hours: 260		
13.	Semester(s) of delivery	Year long		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Michael Parr		
16.	Additional costs involved	NA		
17.	Brief description and aims of module	<p>This module requires you to engage in graphic design as a professional practice and prepares you for a potential workplace environment. It will examine the extensive range of careers within the creative industries and possible marketplaces for your skills. This will increase your understanding of your role as a practising designer and the opportunities available to you.</p> <p>The module will develop your professional skills for you to initiate a self-directed business plan aimed at marketing a business venture. It also encourages the definition and implementation of a plan into an employment setting either as a freelance designer or in a role in a design agency or similar. In addition, you will devise a website and digital portfolio.</p> <p><b>This module aims to:</b></p>		

	<ul style="list-style-type: none"> <li>● Provide a professional framework for honing transferable skills and qualities necessary for employment.</li> <li>● Develop insights into the level of initiative and personal responsibility required to operate in a professional context.</li> <li>● Establish realistic graduate opportunities.</li> <li>● Provide the skills to understand the relationships a creative practitioner has with clients, co-creators and consumers.</li> </ul>
<p>18.</p>	<p>Outline syllabus</p> <p>You will develop with academic support marketing and finance skills to design a comprehensive plan for identifying and securing employment opportunities relating to the creative skill base developed and products produced.</p>
<p>19.</p>	<p>Teaching and learning activities</p> <p>There is some initial lecture delivery around careers planning, conducting a review of opportunities and professional approaches but in the main tutor contact is through advisory tutorials to support the placement and/or activity. There are a number of progress checks throughout the span of the module.</p> <p>Producing an accurate account of your activities and generating an evidence base is key to the success of this module.</p> <p>The programme will be structured to identify and develop employment opportunities within the creative industries. It will enable you to identify your skill base and build a robust professional portfolio to encourage opportunities for your employment within a sustainable practice. You will be expected to commit to high levels of independent study and utilise the academic support provided:</p> <ul style="list-style-type: none"> <li>● Workshops will guide and explore means of developing knowledge and insights into employment opportunities within the creative industries.</li> <li>● Independent study will be structured to manage your personal professional development towards an identified employment target.</li> <li>● Seminar groups will discuss and analyse the effectiveness of plans for the development of a sustainable practice.</li> <li>● Regular one-to-one tutorials will monitor and support your future planning. These sessions will ensure realistic plans are being developed and employed.</li> <li>● Individual supporting materials will be developed aimed at gaining the identified opportunities and developing plans to market yourself to an employer or initiating a product or service.</li> <li>● You will create and present a robust plan outlining your future aims and how you propose to achieve them. This will involve creating appropriate</li> </ul>

	promotional material, financial forecasting and the possible sourcing of grants, bursaries and other opportunities.	
20.	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>1. A systematic understanding of the principles of business and finance within your design practice.</li> <li>2. The ability to critically evaluate the professional standards required for a career within the creative industries.</li> <li>3. The ability to conduct contextual research to gain a systematic understanding of the knowledge required to produce a sustainable business plan within the creative industries.</li> <li>4. The ability to independently deploy research methods to make judgements on marketing activities in relation to sustainable and competitive practice within the creative industries.</li> </ol>	<p><i>How assessed</i></p> <p>F1 F2 S1 S2</p> <p>F1 F2 S1, S2</p> <p>F1 F2 S1 S2</p> <p>F1 F2 S1 S2</p>
21.	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Negotiated project brief</p> <p>F2. Research folder</p>	
	<p><i>Summative assessments:</i></p> <p>S1. Presentation (10 minutes presentation and 10 minutes questioning)</p> <p>S2. Business Plan</p>	<p>Weighting%</p> <p>30%</p> <p>70%</p>
22.	<p>Learning resources</p> <p>Studio</p> <p>Library</p> <p>VLE</p> <p>Visits</p> <p>Seminars and lectures</p> <p>Key Text:</p> <ul style="list-style-type: none"> <li>• Kleon, Austin. <i>Show Your Work! : 10 Things Nobody Told You About Getting Discovered</i>. New York: Workman, 2014</li> </ul>	

	<ul style="list-style-type: none"><li>● Shaughnessy, Adrian (2005) <i>How to Be a Graphic Designer, Without Losing Your Soul</i>. London: Laurence King</li><li>● Anthony Burrill (2020) <i>Work Hard &amp; Be Nice to People</i>. Virgin Books</li><li>● Michael Beirut (2021) <i>How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world</i>. Thames &amp; Hudson</li><li>● Andy Cooke (2018) <i>Graphic Design for Art, Fashion, Film, Architecture, Photography, Product Design and Everything in Between</i>. Prestel</li><li>● Radim Malinic (2018) <i>Book of Ideas: 2: a journal of creative direction and graphic design - Volume 2</i>. Brand Nu Ltd</li><li>● Graphic Artists Guild (2021) <i>Graphic Artists Guild Handbook, 16th Edition: Pricing &amp; Ethical Guidelines</i>, MIT Press</li></ul>
23.	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Mike Press, Rachel Cooper (2017) <i>The design Experience: the Role of Design and Designers in the Twenty-First Century</i> is recommended as a key text to do this. Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas.</p>

## Module Descriptor: Contemporary Issues in Design

2.	Module code	GDE6001-20			
3.	Module title	Contemporary Issues in Design			
4.	Subject	Graphic Design			
5.	Core, Required or Required* for	BA (Hons) Graphic Design			
6.	Level	6			
7.	UK credits	20			
8.	ECTS credits	10			
9.	Optional for	NA			
10.	Excluded combinations	NA			
11.	Pre-requisite or co-requisite	None			
12.	Class contact time: total hours	Total Hours: 70			
13.	Independent study time: total hours	Total Hours: 130			
14.	Semester(s) of delivery	Year long			
15.	Main campus location	UCW Loxton Campus			
16.	Module co-ordinator	Kari Nygard			
17.	Additional costs involved	NA			
18.	<p>Brief description and aims of module:</p> <p>Within this module you will explore the latest concepts, ideas and concerns that are at the forefront of the creative industries. This will include trend identifying/forecasting, engagement with technological innovations, current affairs and social issues. You will aim to futureproof your mindset and skillset to contribute to your employability and adaptability as a designer.</p> <p><b>This module aims to:</b></p> <ul style="list-style-type: none"> <li>● Identify and analyse current design trends, concept and issues, and technologies</li> <li>● Apply these to your own practice through a process of examination and reflection</li> <li>● Produce practice-based research that demonstrates your understanding and absorption</li> </ul>				

19.	<p>Outline syllabus</p> <p>The emphasis of this module is on researching and investigating a brief that will culminate in a body of work that expresses a sustained argument and a creative vision at the forefront of your discipline. This should reflect independent research with strong conceptual underpinning and well-founded and reasoned and/or practical investigation.</p>				
20.	<p>Teaching and learning activities</p> <p>You will learn through a combination of lectures, seminars, self directed research activities</p>				
21.	<table border="1"> <tr> <td data-bbox="300 589 1166 1196"> <p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>Conceptual understanding of contemporary issues and debates within Graphic Design, the wider design industry and society</li> <li>The ability to critically evaluate common issues within contemporary graphic design and use this to identify a solution within your own design practice.</li> <li>An understanding of critical and ethical considerations within the chosen research area, and through the use of appropriate analytical methods to comment on the relationship between theory and practice.</li> </ol> </td> <td data-bbox="1166 589 1398 1196"> <p><i>How assessed</i></p> <p>F1 F2 S1 S2</p> <p>F1 F2 S1, S2</p> <p>F1 F2 S1 S2</p> </td> </tr> </table>	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>Conceptual understanding of contemporary issues and debates within Graphic Design, the wider design industry and society</li> <li>The ability to critically evaluate common issues within contemporary graphic design and use this to identify a solution within your own design practice.</li> <li>An understanding of critical and ethical considerations within the chosen research area, and through the use of appropriate analytical methods to comment on the relationship between theory and practice.</li> </ol>	<p><i>How assessed</i></p> <p>F1 F2 S1 S2</p> <p>F1 F2 S1, S2</p> <p>F1 F2 S1 S2</p>		
<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> <li>Conceptual understanding of contemporary issues and debates within Graphic Design, the wider design industry and society</li> <li>The ability to critically evaluate common issues within contemporary graphic design and use this to identify a solution within your own design practice.</li> <li>An understanding of critical and ethical considerations within the chosen research area, and through the use of appropriate analytical methods to comment on the relationship between theory and practice.</li> </ol>	<p><i>How assessed</i></p> <p>F1 F2 S1 S2</p> <p>F1 F2 S1, S2</p> <p>F1 F2 S1 S2</p>				
22.	<table border="1"> <tr> <td data-bbox="300 1196 1166 1458"> <p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Presentation/group critique of process and developing outcomes</p> <p>F2. Sketchbook work/Research log</p> </td> <td data-bbox="1166 1196 1398 1458"></td> </tr> <tr> <td data-bbox="300 1458 1166 1680"> <p><i>Summative assessments:</i></p> <p>S1. Portfolio of work to include sketchbook, research log and outcomes</p> <p>S2. Creative Journal</p> </td> <td data-bbox="1166 1458 1398 1680"> <p>Weighting%</p> <p>30%</p> <p>70%</p> </td> </tr> </table>	<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Presentation/group critique of process and developing outcomes</p> <p>F2. Sketchbook work/Research log</p>		<p><i>Summative assessments:</i></p> <p>S1. Portfolio of work to include sketchbook, research log and outcomes</p> <p>S2. Creative Journal</p>	<p>Weighting%</p> <p>30%</p> <p>70%</p>
<p>Assessment and feedback</p> <p><i>Formative exercises and tasks:</i></p> <p>F1. Presentation/group critique of process and developing outcomes</p> <p>F2. Sketchbook work/Research log</p>					
<p><i>Summative assessments:</i></p> <p>S1. Portfolio of work to include sketchbook, research log and outcomes</p> <p>S2. Creative Journal</p>	<p>Weighting%</p> <p>30%</p> <p>70%</p>				
23.	<p>Learning resources</p> <p>Studio</p> <p>Library</p> <p>VLE</p> <p>Visits</p> <p>Seminars and lectures</p> <p>Key Text:</p>				

	<ul style="list-style-type: none"><li>• Mike Press, Rachel Cooper (2017) <i>The Design Experience: the Role of Design and Designers in the Twenty-First Century</i>. Ashgate</li><li>• Mike Monteiro (2019) <i>Ruined by Design: How Designers Destroyed the World, and What We Can Do to Fix It</i></li><li>• Susan Yelavich, Barbara Adams, 2019. <i>Design as Future-Making</i>. Bloomsbury Visual Arts</li></ul> <p>Websites</p> <p>AIGA Eye on Design</p> <p>Design Council</p> <p>NESTA</p> <p>AOI</p>
24.	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Mike Press, Rachel Cooper (2017) <i>The design Experience: the Role of Design and Designers in the Twenty-First Century</i> is recommended as a key text to do this. Tutorials will necessarily entail times reading around identified relevant subject areas.</p>

## Module Descriptor - Industry Project

1.	Module code	GDE6002-60		
2.	Module title	Industry Project		
3.	Subject	Graphic Design		
4.	Core, Required or Required* for	BA (Hons) Graphic Design		
5.	Level			6
6.	UK credits	60		
7.	ECTS credits	30		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	None		
11.	Class contact time: total hours	Total Hours: 180		
12.	Independent study time: total hours	Total Hours: 420		
13.	Semester(s) of delivery	Year long		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Vicki King		
16.	Additional costs involved	NA		
17.	Brief description and aims of module	<p>In this module you will concentrate on developing a rigorous, well-managed, informed and design practice, developing a body of work based on industry briefs.</p> <p>This module focuses on the development of a complex idea or argument based on the skills and knowledge you have acquired to date.</p> <p>It should build on the principles of sustainability and social impact of design studied at level 5 study.</p> <p>The emphasis is on selecting the best means of researching and investigating an idea that culminates in a significant body of work that expresses a sustained argument and a creative vision that is at the forefront of graphic design innovation. This should reflect independent research with strong conceptual underpinning and well-founded and reasoned and/or practical investigation.</p>		



	<p><b>This module aims to:</b></p> <ul style="list-style-type: none"> <li>● Provide the necessary framework to encourage an autonomous, professional, and reflective approach to an industry brief.</li> <li>● Facilitate the expression of ideas within a professional and academic context.</li> <li>● Develop and incorporate the appropriate skills, knowledge, techniques and technologies.</li> <li>● Link your practice with external opportunities available on a local, national and global scale.</li> <li>● Develop both project management and teamworking skills.</li> <li>● Development of the ability to communicate ideas to an audience in a systematic and coherent manner.</li> <li>● Develop business acumen and professionalism</li> </ul>
18.	<p><b>Outline Syllabus</b></p> <p>The initial, formative stage is to negotiate a project proposal with tutors. The project should be aimed towards the development and realisation of a body of practical work which will be carried out during the module. The written proposal will outline the intention of the work and indicate the critical and contextual framework within which the work will be developed. The outline should also be structured to indicate the areas of research required, materials, techniques and processes that are intended to move the project and your development forward. Your proposal should evidence increasing knowledge of the professional contexts within which your proposed work will exist and indicate how the project will be managed. You will also be required to evaluate and reflect upon the professional sustainability of your practice.</p> <p>The project undertaken will be executed through focused making guided by identified professional standards. Workshops will enable you to formulate, develop and realise a project, supported by a studio workshop log and documentation of studio-based research and skills development.</p> <p>The final stage is the presentation, discussion and the staging of an exhibition of the industry project to the clients. This is an important part of course experience, calling for teamwork, organisation, management and design to develop a range of skills critical to future careers.</p> <p>The concluding work presented in your portfolio must be carefully selected to represent your present practice as an artist and designer. Outcomes and products presented for exhibition must be of a high standard reflecting professional qualities in innovation, production, design and aesthetics.</p>
19.	Teaching and learning activities

	<p>The programme is taught through a mixture of lectures, seminars, tutorials and workshops. You will also be expected to undertake a significant amount of independent study into the processes you are exploring.</p> <p>The programme will be taught and structured to develop your professional practice as a creative maker and is focused on emphasising industry standards.</p> <ul style="list-style-type: none"> <li>● Through Independent study you will reflect upon your personal practice and development of research.</li> <li>● Independent enquiry of self-initiated resource material and information will be critically scrutinised, evaluated and resolved solutions will reflect and support high standards in professional practice.</li> <li>● Lectures will impart necessary information to illustrate, guide and advise; these must be capitalised upon, and information employed were appropriate.</li> <li>● Seminar, group debate and group critiques will discuss, and analyse work being produced. Effective critique will examine design and development of work and production methods encouraging an innovative and sustainable approach.</li> <li>● Presentations will allow the development of personal and professional skills needed to sustain a successful practice.</li> <li>● Regular one-to-one tutorials will support your personal practice and provide advice and guidance.</li> </ul>	
<p>20.</p>	<p>Intended learning outcomes</p> <p>By successful completion of the module, you will be able to demonstrate:</p> <ol style="list-style-type: none"> <li>1. A systematic understanding of the practical skills and knowledge, and the ability to deploy these in order to realise creative development within a graphic design practice.</li> <li>2. The ability to produce a professionally informed and innovative design solution that is ethical and sustainable practice as a result of appropriate analysis and enquiry.</li> <li>3. Conceptual understanding of design principles, that enables an application of professional standards that is within context and aim of the proposed outcome.</li> <li>4. The ability to critically reflect on the development, project management and outcome in relation to the professional context to which it was aimed.</li> <li>5. The ability to work, manage, produce and present the project outcome, whilst critically reflecting on the key principles of working as part of a team in a design agency.</li> </ol>	<p><i>How assessed</i></p> <p>F1, F2, S1, S2</p> <p>F1, F2, S1, S2</p> <p>F1, F2, S1, S2</p> <p>F1, F2, S2</p> <p>F1, F2, S1, S2</p>
<p>21.</p>	<p>Assessment and feedback</p>	

	<p>Formative exercises and tasks:</p> <p>F1 Presentations Initial project proposal presentation.</p> <p>F2, Interim project findings presentation and one to one development discussions</p>	
	<p>Summative assessments:</p> <p>S1. Project Presentation</p> <p>S2. Supporting portfolio: Supporting evidence folder: including an initial project proposal, a journal documenting the project in relation to the underlying ideas and their development, areas of exploration, skill base and methods used and ongoing critical evaluation of the developments and outcomes. Assessment of project outcome professional sustainability.</p>	<p>Weighting%</p> <p>60%</p> <p>40%</p>
<p>22.</p>	<p>Learning resources</p> <p>Studio</p> <p>Library</p> <p>VLE</p> <p>Visits</p> <p>Seminars and lectures</p> <p>Key Text:</p> <ul style="list-style-type: none"> <li>● Kleon, Austin. <i>Show Your Work! : 10 Things Nobody Told You About Getting Discovered</i>. New York: Workman, 2014</li> <li>● Shaughnessy, Adrian (2005) <i>How to Be a Graphic Designer, Without Losing Your Soul</i>. London: Laurence King</li> <li>● Anthony Burrill (2020) <i>Work Hard &amp; Be Nice to People</i>. Virgin Books</li> <li>● Michael Beirut (2021) <i>How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world</i>. Thames &amp; Hudson</li> <li>● Andy Cooke (2018) <i>Graphic Design for Art, Fashion, Film, Architecture, Photography, Product Design and Everything in Between</i>. Prestel</li> <li>● Radim Malinic (2018) <i>Book of Ideas: 2: a journal of creative direction and graphic design - Volume 2</i>. Brand Nu Ltd</li> <li>● Graphic Artists Guild (2021) <i>Graphic Artists Guild Handbook, 16th Edition: Pricing &amp; Ethical Guidelines</i>, MIT Press</li> </ul>	
<p>23.</p>	<p>Preparatory work</p> <p>There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and <i>Design, Creativity, and Culture: an Orientation to Design</i> Maurice Barnwell Black Dog Press 2011 isbn 1907317406 is recommended as a key text to do this. Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas.</p>	

