Module Specification

Graphic Design

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Contents

Part 1: Information

Module title: Graphic Design

Module code: UBLFU8-15-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

College: Faculty of Environment & Technology

School: FET Dept of Architecture & Built Environ

Partner institutions: None

Field: Architecture and the Built Environment

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See learning outcomes.

Outline syllabus: This project module is an introduction to Graphic (2D & web media) design principles through which specific industry standard software is introduced and learned. Aspects of the module cover compositional layout,

aesthetics, colour theory and history. Projects topics range from: graphic information communication, packaging, brand/logo to web media.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and Learning Strategy for this module is studio project based learning in which a topic lecture will introduce the students to the assigned or coming up Methods exercises and/or project which supports and frames their acquisition of topic specific knowledge and skills.

The exercises and projects are designed to facilitate competency acquisition through the didactic and applied learning, building knowledge through the introduction of new subject matter and reinvestment of gained knowledge and skills. The demonstration/studio format is designed for the learner to have access to tutorial support, work in the close proximity of classmates and to self-assess his/her progress through the exercises and/or projects.

Exercise and Project work outside of scheduled hours is an essential component to the successful completion of the assigned work with an average time investment of 9+ hours per week. Students will be expected to come prepared for the module sessions with in-process or completed work and supplies.

Projects and course work is assessed through viva (oral presentations) "pinup" in front of the students peers and tutors.

Feedback will be in the form of direct verbal and/or written. Marking criteria and assessment format will be clearly indicated on the Project Brief made accessible to the students at the beginning of each project.

Knowledge and Skills reinvestment from parallel running modules are formative and essential for progression through the curriculum.

Additional tutorial support is offered through individual appointments with the module tutors and through PAL.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Select and use various 2D, 3D and CAD techniques to design intent and detail

MO2 To manage one's project workflow in a professional manner

MO3 Apply creative and logical thinking processes as well as design methodologies to the creation of design solutions

MO4 Apply analytical skills in relation to designed objects including the ability to undertake visual analysis and to analyse designed objects in relation to their context

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 30 hours

Face-to-face learning = 48 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ublfu8-15-1.html

Part 4: Assessment

Assessment strategy: The assessment strategy in this project module is based upon evaluation of the process and the outcomes of the completed projects.

To best mimic professional practice the following assessment strategy has been adopted.

Summative Assessment: Projects are evaluated on subject specific criteria clearly stated on each project brief at the outset of each project:

Projects are evaluated in both peer critiques (controlled condition evaluations) and direct submissions. These presentation critiques are held during term time and during the examination period. Typical presentations are 5 to 10 minutes in duration including the formal presentation and feedback from peers and tutors.

An overall mark percentage of professionalism is allotted to assess aspects of participation and engagement.

Formative Assessment: Regular "in-process" critiques and one-to-one tutoring is given throughout the development process of the projects.

Feedback: Peer and tutor feedback is provided during the development process of the projects, during the project critiques.

Assessment tasks:

Project (First Sit)
Description: Portfolio of two projects
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)
Description: Comprehensive project
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Product Design [Frenchay] BA (Hons) 2023-24

Product Design Technology [Frenchay] BSc (Hons) 2023-24

Product Design {Foundation} [Frenchay] BA (Hons) 2022-23

Product Design Technology {Foundation} [Frenchay] BSc (Hons) 2022-23