



Module Specification

Introduction to Level 3 (Graphic Design)

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Part 1: Information

Module title: Introduction to Level 3 (Graphic Design)

Module code: UADAPN-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Arnolfini

Field: Design

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: This module is designed to give students the opportunity to explore and develop the practical and conceptual skills needed to undertake self-directed study at level 3. It supports students in identifying their own strengths and interests as a designer and developing these through defined project work.

Features: Not applicable

Educational aims: Students are set briefs that emphasise the research, development and testing of ideas with particular emphasis on context and audience. Typically, these briefs will allow students to answer them using a variety of graphic design practices and processes. Students are asked to consider their self-directed proposals alongside these tasks. The development of creative thinking and problem-solving underpins the activities students are set tasks which require them to explore methods of generating ideas.

Outline syllabus: A series of introduction/refresher skills workshops run throughout the module. These address advanced practical skills in graphic design and are geared to assist the transition into the course.

For assessment, students are required to present their Learning Agreement (proposal), body of developmental work, supporting materials and research. This, along with a 'live' evaluation of the work (as part of a studio critique to which students should bring notes detailing their evaluation of the work in relation to their intentions, as described in the learning agreement) enable the student to analyse the outcome of the module in relation to the initial proposal of work, and to use this to begin to identify, in discussion with tutors, a programme of work for the subsequent 60 credit module, Extended Study in Graphic Design which aims to showcase their strengths in Graphic Design practice.

Part 3: Teaching and learning methods

Teaching and learning methods: The teaching and learning methods of this module are aimed at supporting the student in developing a personal creative methodology in relation to professional contemporary art/design/media practices. Students are expected to develop a Proposal of Study based on their individual research interests. This is developed and negotiated through group critiques or activities, and group / individual tutorials.

Progress is monitored through regular group tutorials that also serve to offer interim goals to support students' progress and time management, and studio practice presentations that monitor student progress and enable professional communication

of ideas. Students are expected to contextualise their practice within relevant creative industries and critical contexts throughout the module; this is supported by the focus of group tutorials and through attendance at lectures by visiting speakers, attendance at lectures, workshops and external opportunities.

Students are fully supported in accessing faculty Technical Centres and workshops to further develop their practical skills and realise their work. Specific technical workshops will be organised by the module leader according to the needs of the student group. Students are also expected to negotiate their own access to these centres as part of the planning and proposal process.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, workshops; external visits, supervised time in studio/workshop.

Independent learning includes 228 hours engaged with essential reading, assignment preparation and completion etc. These sessions constitute an average time per level.

Students can expect a total of 72 hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, group crits, lectures, seminars, site visits / field trips, studio-based sessions, inductions, workshops, field work, work-based learning or project supervision.

Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means. It can also take place in a work-based setting.

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

MO1 Collate, analyse and critically reflect on research from a range of sources appropriate to individual research interests

MO2 Contextualise their practice within the wider context of the Creative Industries

MO3 Negotiate a Proposal of Study based on the identification and articulation of individual interests, technical specialisms and professional ambitions

MO4 Demonstrate the implementation of a creative methodology in the development of a body of work

MO5 Apply and develop their expertise in relation to their individual technical specialism/s

MO6 Be able to demonstrate the ability to generate, develop and resolve ideas for an individually negotiated professional context

MO7 Manage their own learning and access an appropriate range of resources to achieve this

MO8 Professionally communicate their ideas; visually, verbally and/or in writing

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uadapn-30-3.html) via the following link <https://uwe.rl.talis.com/modules/uadapn-30-3.html>

Part 4: Assessment

Assessment strategy: Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress by tutors and students.

Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

Presentation and participation in studio-critique

Poster presentation

Group and individual visual presentations

Group and individual verbal presentations

Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing

Group critiques

Peer and self-assessment

Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides

students with a clear understanding of their progress and advice about how this can be improved.

Assessment components:**Portfolio (First Sit)**

Description: Body of Development work, Research, Learning Agreement, Supporting Materials and Summative Critique.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Portfolio (Resit)

Description: Body of Development work, Research, Learning Agreement, Supporting Materials and Evaluative Statement

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Graphic Design [Sep][FT][Arnolfini][3yrs] BA (Hons) 2021-22

Graphic Design {Foundation} [Sep][FT][Arnolfini][4yrs] BA (Hons) 2020-21

Graphic Design [Sep][PT][Arnolfini][6yrs] BA (Hons) 2019-20