STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Foundation Design Communication		
Module Code	UBLMYM-30-0	Level	Level 3
For implementation from	2018-19		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Environment & Technology	Field	Architecture and the Built Environment
Department	FET Dept of Architecture & Built Environ		
Contributes towards	Product Design {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19 Architecture and Environmental Engineering {Foundation} [Sep][SW][Frenchay][6yrs] BEng (Hons) 2018-19 Architecture and Environmental Engineering {Foundation} [Sep][FT][Frenchay][5yrs] BEng (Hons) 2018-19 Interior Architecture (International) {Foundation} [Sep][SW][Frenchay][6yrs] BA (Hons) 2018-19 Architecture and Planning {Foundation} [Sep][FT][Frenchay][5yrs] BA (Hons) 2018-19 Interior Architecture (International) {Foundation} [Sep][FT][Frenchay][5yrs] BA (Hons) 2018-19 Product Design Technology {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2018-19 Product Design Technology {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2018-19 Creative Product Design {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19 Creative Product Design {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2017-18 Product Design {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19 Architecture {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2018-19 Interior Architecture {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19 Architectural Technology and Design {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2018-19 Architectural Technology and Design {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2018-19 Interior Architecture {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19			
Module type:	Project		
Pre-requisites	None		

Excluded Combinations	None
Co- requisites	None
Module Entry requirements	None

Part 2: Description

Overview: This project module is an introduction to fundamental principles of visual design communication.

Educational Aims: The aim is to develop skills in design communication through a serious of short projects which develop a sense of playful, immersive exploration to create an engaging learning experience.

Outline Syllabus: This module will give you an introduction to:
Observational drawing.
Design concept sketching and rendering.
Graphic design, layout and typography.
3D modelling in a range of materials, workshop techniques, workshop safety.
Digital photography, composition and digital image manipulation.
The fundamentals of CAD through specific industry standard software.

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

The studio/workshop 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 6 hours per week. Students will be expected to come prepared for the module sessions with in-process or completed work and supplies.

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

Contact Hours
Contact: 96
Assimilation and Skill Development: 72
Project: 132
Total: 300

Part 3: Assessment

The assessment strategy in this project module is based upon evaluations of the process and the outcomes of the completed project portfolio for each topic outlined below. There will be two clearly identified portfolios one at the end of semester 1 (Project A Portfolio) and another at the end of semester 2 (Project B Portfolio).

To facilitate, and foster the practise of skill reinvestment, 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 in

each semester. The topics included in both portfolios will be:
Topic 1: 2D, Drawing: Visual presentation "pin-up" of portfolio at end of the semester.
Topic 2: 3D Modelling: Visual presentation "display" of portfolio at end of the Semester.
Topic 3: CAD: Coursework assignment hand-in at end of the Semester.

Project portfolios are evaluated in direct portfolio submissions. The portfolio presentations are held during term time.

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

Feedback:
Peer and tutor feedback is provided during the development process of the projects, during the project critiques. Feedback will be in the form of direct verbal and/or written.

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A		50 %	Project A portfolio
Portfolio - Component A	✓	50 %	Project B portfolio
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A		50 %	Project A portfolio
Portfolio - Component A	✓	50 %	Project B portfolio

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Part 4: Teaching and Learning Methods

	On successful completion of this module students will be able to:	
Learning Outcomes		
		Module Learning Outcomes
	MO1	Use appropriate representational skills in both 2D and 3D physical model making with accuracy and care in order to explore and communicate their designs
	MO2	Demonstrate observational skills in and the "Learning how to see." Life drawing, modelling and photography
	MO3	Understand and apply the fundamentals of graphic design, layout, composition and typography
	MO4	Demonstrate fundamental digital communication methods of image manipulation and CAD using industry standard software
	MO5	Select and use a range of workshop materials, tools and techniques in a safe manner

	Contact Hours	
Contact Hours		
	Independent Study Hours:	
	Independent study/self-guided study	204
	Total Independent Study Hours:	204
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	96
	Total Scheduled Learning and Teaching Hours:	96
	Hours to be allocated	300
	Allocated Hours	300

Reading List	*The reading list for this module can be accessed via the following link:* https://uwe.rl.talis.com/modules/ublmym-30-0.html