



## **Module Specification**

### Foundation Design Communication

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## Part 1: Information

**Module title:** Foundation Design Communication

**Module code:** UBLMYM-30-0

**Level:** Level 3

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Environment & Technology

**Department:** FET Dept of Architecture & Built Environ

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

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

**Features:** Not applicable

**Educational aims:** The aim is to develop skills in design communication through a series 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.

### **Part 3: Teaching and learning methods**

**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

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

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 204 hours

Face-to-face learning = 96 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/ublmy-30-0.html) via the following link <https://uwe.rl.talis.com/modules/ublmy-30-0.html>

## **Part 4: Assessment**

**Assessment strategy:** 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 task periods one to mid way through the module and another running to the end.

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. The topics included in both portfolios will be:

Topic 1: 2D, Drawing: Visual presentation “pin-up” of portfolio at end of each task period.

Topic 2: 3D Modelling: Visual presentation “display” of portfolio at end of each task period.

Topic 3: CAD: Coursework assignment hand-in at end of each task period.

Project portfolios are evaluated in direct portfolio submissions.

#### 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.

Resit Portfolios - a similar brief to that described above. The module leader may choose to ask for an update appendix to a previously submitted portfolio in place of a full re-submission if the work was deemed suitable.

#### **Assessment components:**

##### **Portfolio - Component A (First Sit)**

Description: Project A portfolio

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Portfolio - Component A (First Sit)**

Description: Project B portfolio

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Portfolio - Component A (Resit)**

Description: Project A portfolio

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Portfolio - Component A (Resit)**

Description: Project B portfolio

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Interior Architecture {Foundation} [Frenchay] BA (Hons) 2023-24

Architectural Technology and Design {Foundation} [Frenchay] BSc (Hons) 2023-24

Architecture and Planning {Foundation} [Frenchay] BA (Hons) 2023-24

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

Architecture and Environmental Engineering {Foundation} [Frenchay] BEng (Hons)  
2023-24

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