



MODULE SPECIFICATION

Part 1: Information			
Module Title	Preparation for Self-Directed Study in Graphic Design		
Module Code	UADAV8-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Arts, Creative Industries and Education	Field	Design
Department	Art and Design		
Contributes towards	BA (Hons) Graphic Design, BA (Hons) Graphic Design with Foundation Year		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	UADAV8-30-3 Preparation for Extended Study in Graphic Design UADAVJ-30-3 Independent Research Project		
Module Entry requirements			

Part 2: Description
<p>This module is designed to give students the opportunity to learn, through experience, of how to plan, undertake and manage a self-initiated programme of study. It also requires students to focus on the relationship of their design ideas to their individual career aspirations.</p> <p>The emphasis of the module is upon the development and evaluation of a <i>personal</i> design methodology. This includes the testing of ideas that have been informed by knowledge and evaluation of the recognised methodologies of graphic design.</p> <p>Students will undertake a given brief during the module; this is selected from a range on offer including competition briefs or exemplar commercial projects. Alongside this brief students start to prepare an individual proposal that explains how they will develop their practice in the following 60 credit Extended Study module This proposal is negotiated with subject tutors and the module leader according to the demands of the module learning outcomes and assessment criteria.</p> <p>At this level, students are expected to demonstrate competence in the use and application of appropriate processes and techniques in the development and realisation of their ideas. During this</p>

module they have the opportunity to further refine these skills and develop technical expertise through the development and testing of prototypes / samples.

At this level students are expected to demonstrate competence in the use and application of appropriate technologies/media to develop and realise their ideas. During this module they have the opportunity to hone these skills and begin to develop expertise in particular techniques through the testing and development of prototypes and samples.

For assessment students are required to present the initial proposal, developmental and supporting work, samples and prototypes, a 'portfolio' presentation of finished design work in relation to the given brief and a module file relating to the project work and to the professional concerns of the module.

Part 3: Assessment

Criteria	Relates to learning outcomes:	Source of evidence
i) Research, explore and develop practice based ideas from a range of research sources	li, iv	Presented work to include visual / textual research, development work
ii) Critically examine their own ideas in relation to the work of other practitioners.	I, ii	Development work
iii) Critically investigate appropriate contexts for their practice	i, iii, vi	Development work
iv) Use appropriate techniques, materials and processes to test and experiment with their ideas.	iv, v	Final body of work, Development work
v) Present a body of work to professional standards	vi, vii	Final body of work
vi) Organise their ideas and communicate their intentions through the presentation of proposals and evaluations.	li iv v Vi vii	Learning Agreement, Evaluation and discussion through critique.

Identify final timetabled piece of assessment (component and element)

Component A1


% weighting between components A and B (Standard modules only)

A:

100

B:

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Body of work (including Design project and initial development of Extended Study proposal and supporting material)	100%
Component B Description of each element	Element weighting (as % of component)
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Body of work (including Design project and initial development of Extended Study proposal and supporting material)	100%
Component B Description of each element	Element weighting (as % of component)
Part 4: Teaching and Learning Methods	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Collate, analyse and critically reflect on research from a range of sources appropriate to individual research interests. 2. Contextualise their practice within the wider context of the Creative Industries 3. Negotiate a Proposal of Study based on the identification and articulation of individual interests, technical specialisms and professional ambitions; 4. Demonstrate the implementation of a creative methodology in the development of a body of work. 5. Apply and develop their expertise in relation to their individual technical specialism/s; 6. Demonstrate the ability to generate, develop and resolve ideas for an individually negotiated professional context. 7. Manage their own learning and access an appropriate range of resources to achieve this; 8. Professionally communicate their ideas; visually, verbally and/or in writing;

Key Information Sets Information (KIS)	Key Information Set - Module data																								
	Number of credits for this module					15																			
Contact Hours	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																				
	150	36	114	0	150																				
Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a;																								
	<p>Written Exam: Unseen or open book written exam</p> <p>Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test</p> <p>Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																								
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td style="text-align: center;">100%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> <td></td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">100%</td> <td></td> </tr> </table>					Total assessment of the module:				Written exam assessment percentage		0%		Coursework assessment percentage		100%		Practical exam assessment percentage		0%				100%	
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Reading List	<p>All students have access to UWE online. The site contains all programme and module information including briefs, module outlines, the handbook, resource suppliers, web-links, all course document pro-formas (e.g.: learning agreements) and guidelines for filling out / fulfilling these.</p> <p>There are ongoing 'study skills' lecture programmes for students that support students to further develop key research and analysis skills; students can find out about these via the programme handbook.</p> <p>Reading for this module is individually negotiated through seminars and tutorials to take account of the nature of student interests.</p> <p>https://uwe.rl.talis.com/lists/A8CBB4D8-CFD3-EA84-70D5-596085BEEC8F.html</p>																								

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First CAP Approval Date	<i>Date of first CAP approval</i>			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	<i>1</i>	Link to RIA 12158