



Module Specification

Preparation for Self Directed Study in Graphic Design

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Preparation for Self Directed Study in Graphic Design

Module code: UADAV8-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Design

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: Independent Research Project 2023-24

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: 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.

Outline syllabus: The emphasis of the module is upon the development and evaluation of a personal design methodology. This includes the testing of ideas that have been informed by knowledge and evaluation of the recognised methodologies of graphic design.

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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 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.

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 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: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

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

Part 4: Assessment

Assessment strategy: 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.

Criteria: Research, explore and develop practice based ideas from a range of

research sources

Relates to learning outcomes: 2, 4

Source of evidence: Presented work to include visual / textual research, development work.

Criteria: Critically examine their own ideas in relation to the work of other practitioners.

Relates to learning outcomes: 1, 2

Source of evidence: Development work

Criteria: Critically investigate appropriate contexts for their practice

Relates to learning outcomes: 1, 3, 6

Source of evidence: Development work

Criteria: Use appropriate techniques, materials and processes to test and experiment with their ideas.

Relates to learning outcomes: 4, 5

Source of evidence: Final body of work, Development work

Criteria: Present a body of work to professional standards

Relates to learning outcomes: 6, 7

Source of evidence: Final body of work

Criteria: Organise their ideas and communicate their intentions through the presentation of proposals and evaluations.

Relates to learning outcomes: 2, 4, 5, 6, 7

Source of evidence: Learning Agreement, Evaluation and discussion through critique.

Assessment components:

Portfolio (First Sit)

Description: Body of work (including Design project and initial development of Extended Study proposal and supporting material)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Portfolio (Resit)

Description: Body of work (including Design project and initial development of Extended Study proposal and supporting material)

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