



Module Specification

Graphic & Web Design Studio

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Part 1: Information

Module title: Graphic & Web Design Studio

Module code: UFCFHL-30-1

Level: Level 4

For implementation from: 2021-22

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Computer Science and Creative Technologies

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: A practice-focused module introducing shared design principles for visual communication (print-based to interactive artefacts) and principles of web development.

Features: Not applicable

Educational aims: This module introduces students to a variety of tasks that are related to graphic and web design. Students will be introduced to principles of visual communication, information design as well as markup language.

Outline syllabus: Information design:

Investigating information legibility, clarity, and understanding. Discussion of design decisions regarding structure, layout, colour and typography in the presentation and comprehension of information.

Visual Communication:

An introduction to the ideas and methodology underpinning visual communication. The relationship and difference between designing for print and the web interleaved with introduction to assessment criteria for design work and evaluation criteria. Using traditional and digital tools to tackle visually orientated design problems. Introduction to drawing and rendering as part of the design process. Investigation of the digital workflow with tools such as the Adobe design suite or other appropriate tools. Print requirements.

Publishing on digital platforms:

Investigations into the publishing paradigms available on the world wide web. Considerations of the nature of 'content' and 'information' and appropriate choice of carrier and disseminating technologies. Considering implications of ubiquitous and pervasive media concepts. Introductions to existing content publishing frameworks and channels from print to e-publishing and mobile app development on iOS and Android powered devices.

Part 3: Teaching and learning methods

Teaching and learning methods: The syllabus will be explored through taught as well as practical activities in a computer design studio. The weekly sessions will contain a mix of talks, discussions, groupwork tasks, project-based learning as well as individual tutorials.

Students will be asked to demonstrate their learning via two portfolio submissions. the content of the portfolios will be detailed in the assignment briefs, for example to establish a personal UWE student portfolio website, which needs to contain students' graphic design work as well as further web based work. In this way the site acts as a framework that allows students to explore and consolidate their skills and understanding of contemporary web platform technologies and associated software applications.

Students will be expected to learn independently and carrying out reading and directed study beyond that available within taught classes. Following on from the timetabled sessions, students are expected to carry out tutorial activities which contribute to their portfolio assessment components.

Module Learning outcomes:

MO1 Demonstrate detailed knowledge and understanding of working with web platforms and authoring of media content for online deployment

MO2 Apply their understanding of Information design principles, structure, layout, colour and typography to present information in an appropriate manner

MO3 Apply creative and logical thinking processes as well as design methodologies to address visual communication design problems.

MO4 Design products for print and web-based media bearing in mind similarities and differences for each media; implementing appropriate tools and work flow processes for each.

MO5 Manage the project workflow in a professional manner, including testing and debugging of web-based content

MO6 Communicate a visual analysis of designed content and evaluate its quality in relation to its context

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/ufcfhl-30-1.html) via the following link <https://uwe.rl.talis.com/modules/ufcfhl-30-1.html>

Part 4: Assessment

Assessment strategy: The assessment strategy for this module is designed to evidence and consolidate students' knowledge and practical skills in relation to the learning outcomes and to provide independent learning and problem solving, covering the areas of web design and graphic design.

The assessment takes the form of two portfolios which assess skills related to web design / development as well as graphic design. The portfolios focus on relevant skill sets in both areas, with required entries becoming more challenging as the year progresses. This is reflected in the weighting of the portfolios.

Each individual portfolio activity is awarded a mark for its completion. Where appropriate, portfolio content is to be deployed online. A final part of the second portfolio submission is for the students to reflect on and present main points of learning.

The resit portfolio spans across the two areas covered by the portfolios of the first sit. It is scaled appropriately for the resit.

Assessment components:

Portfolio - Component A (First Sit)

Description: Teaching Block 2 portfolio of a series of more advanced web sites and graphic design artefacts with supporting documentation (e.g. code and reference materials for assets used). Includes a reflective presentation of completed portfolio projects (10 minutes).

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO5, MO6

Portfolio - Component B (First Sit)

Description: Teaching block 1 portfolio of a series of introductory web sites and graphic design artefacts with supporting documentation (e.g. code and reference materials for assets used).

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Portfolio - Component A (Resit)

Description: Resit portfolio of a series of more advanced web sites and graphic design artefacts with supporting documentation (e.g. code and reference materials for assets used). Includes a reflective presentation of completed portfolio projects (10 minutes).

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO5, MO6

Portfolio - Component B (Resit)

Description: RESIT portfolio of a series of introductory web sites and graphic design artefacts with supporting documentation (e.g. code and reference materials for assets used).

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2020-21