STUDENT AND ACADEMIC SERVICES

**MODULE SPECIFICATION**

| Part 1:  Information | | | |
|---|---|---|---|
| Module Title | Graphic & Web Design Studio | | |
| Module Code | UFCFHL-30-1 | Level | Level 4 |
| For implementation from | 2020-21 | | |
| UWE Credit Rating | 30 | ECTS Credit Rating | 15 |
| Faculty | Faculty of Environment & Technology | Field | Computer Science and Creative Technologies |
| Department | FET Dept of Computer Sci & Creative Tech | | |
| Module type: | Standard | | |
| Pre-requisites | None | | |
| Excluded Combinations | None | | |
| Co- requisites | None | | |
| Module Entry requirements | None | | |

| Part 2: Description |
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| **Overview**: A practice-focused module introducing a) shared design principles for visual communication of print-based as well as interactive artefacts and b) implementation principles of web development.<br><br>**Educational Aims:** Students are expected to establish their personal UWE student  portfolio website containing visual design and interactive web technology projects. The site will act as a framework to explore and consolidate students' skills and understanding of contemporary web platform technologies and associated software applications.<br><br>**Outline Syllabus:** Information design:<br>Investigating information legibility, clarity, and understanding. Discussion of design decisions regarding structure, layout, colour and typography in the presentation and comprehension of information.<br><br>Visual Communication:<br>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.

**Teaching and Learning Methods:** The syllabus will be explored through a combination of lectures and practical activities in a computer design studio.  Students will be expected to learn independently and carrying out reading and directed study beyond that available within taught classes.

The weekly sessions will contain a mix of  talks, discussions,  groupwork tasks, project-based learning as well as individual tutorials.

Students will be expected to establish their personal UWE student website portfolio of interactive web technology projects. This will serve as a framework to explore and consolidate their skills and understanding of contemporary web platform technologies and associated software applications.

Following on from the timetabled sessions, students are expected to carry out tutorial activities which contribute to their portfolio assessment component.

| Part 3: Assessment |
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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 two portfolios focus on relevant skill sets in both areas, with the second portfolio exploring more challenging techniques. This is reflected in the assessment criteria and portfolio weightings.

Each individual portfolio activity is awarded a mark for its completion. Where appropriate, portfolio content is to be deployed online . The presentation asks students to reflect on and verbalize their learning.

The resit portfolio spans across the two areas covered by two portfolios in the first sit. It will be scaled appropriately for the resit.

| First Sit  Components | Final Assessment | Element weighting | Description |
| --- | --- | --- | --- |
| Portfolio - Component B | | 30 % | Semester 1 portfolio of a series of websites, with supportive documentation. The supportive documentation comprises of code and reference materials for assets used. |
| Portfolio - Component B | | 45 % | Semester 2 portfolio of a series of web sites with supporting documentation. the supportive documentation comprises of code and reference materials for assets used. |
| Presentation - Component A | ✓ | 25 % | Formal presentation of final portfolio project (10 minutes). |

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| Resit Components | Final Assessment | Element weighting | Description |
|---|---|---|---|
| Portfolio - Component B | | 75 % | Resit portfolio. This is a compilation of websites spanning across the areas of the two portfolios of the first run. The supportive documentation comprises of code and reference materials for assets used. |
| Presentation - Component A | ✓ | 25 % | this is a video recording of the presentation (10 minutes) |

| Part 4:  Teaching and Learning Methods | |
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| Learning Outcomes | On successful completion of this module students will achieve the following learning outcomes: <br><br> **Module Learning Outcomes** / **Reference** <br> Demonstrate detailed knowledge and understanding of working with web platforms and authoring of media content for online deployment — MO1 <br> Apply their understanding of Information design principles, structure, layout, colour and typography to present information in an appropriate manner — MO2 <br> Apply creative and logical thinking processes as well as design methodologies to address visual communication design problems. — MO3 <br> 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. — MO4 <br> Manage the project workflow in a professional manner, including testing and debugging of web-based content — MO5 <br> Communicate a visual analysis of designed content and evaluate its quality in relation to its context — MO6 |

Module Learning Outcomes table:

| Module Learning Outcomes | Reference |
|---|---|
| Demonstrate detailed knowledge and understanding of working with  web platforms and authoring of media content for online deployment | MO1 |
| Apply their understanding of Information design principles, structure, layout, colour and typography to present information in an appropriate manner | MO2 |
| Apply creative and logical thinking processes as well as design methodologies to address visual communication design problems. | MO3 |
| 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. | MO4 |
| Manage the project workflow in a professional manner, including testing and debugging of web-based content | MO5 |
| Communicate a visual analysis of designed content and evaluate its quality in relation to its context | MO6 |

**Contact Hours**

**Independent Study Hours:**

| | |
|---|---|
| Independent study/self-guided study | 228 |
| **Total Independent Study Hours:** | 228 |

**Scheduled Learning and Teaching Hours:**

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|---|---|
| Face-to-face learning | 72 |
| **Total Scheduled Learning and Teaching Hours:** | 72 |
| **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/lists/A49211BB-E44A-DA07-1BB9-AB7713257D1E.html

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| Part 5:  Contributes Towards |
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| This module contributes towards the following programmes of study: |