



## **Module Specification**

### Foundation Design Communication

Version: 2025-26, v1.0, 26 Sep 2024

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>4</b>
<b>Part 5: Contributes towards .....</b>	<b>5</b>

## Part 1: Information

**Module title:** Foundation Design Communication

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

**Level:** Level 3

**For implementation from:** 2025-26

**UWE credit rating:** 30

**ECTS credit rating:** 15

**College:** College of Arts, Technology and Environment

**School:** CATE School of Architecture and Environment

**Partner institutions:** None

**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.

### **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.

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** Apply appropriate 2D and 3D representational techniques, including physical model-making, life drawing, photography, and digital tools, to observe, explore, and effectively communicate architectural designs.

**MO2** Select and use a variety of workshop materials, tools, and techniques with precision, safety, and creativity to support both technical and design development.

**MO3** Combine observational, graphic, digital, and workshop techniques to produce cohesive and innovative architectural representations, fostering foundational design thinking and problem-solving abilities.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

**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 and considers the visual presentation of drawings and 3D Modelling for each project within the portfolio.

**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 tasks:****Portfolio (First Sit)**

Description: Project portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Portfolio (Resit)**

Description: Project portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Part 5: Contributes towards**

This module contributes towards the following programmes of study: