

# CDA4 Programme Design Template



University of the  
West of England

## CORPORATE AND ACADEMIC SERVICES

### MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	External Practice				
Module Code	UADANP-45-M GD404	Level	M	Version	1.1
Owning Faculty	ACE	Field	Design		
Contributes towards	MA Graphic Design				
UWE Credit Rating	45	ECTS Credit Rating	22.5	Module Type	Project
Pre-requisites	N/A		Co- requisites	None	
Excluded Combinations	n/a		Module Entry requirements	n/a	
Valid From	September 2012		Valid to	September 2018	

<b>CAP Approval Date</b>	1 August 2012
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Part 2: Learning and Teaching	
Learning Outcomes	<p><b>On satisfactory completion of this unit students will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Demonstrate that your postgraduate research has developed such that you can identify the various forms it may achieve. (Comp. A1)</li> <li>2. Structure and sustain a coherent project of self-directed study over an extended period of time. (Comp. A1)</li> <li>3. Demonstrate advanced knowledge of specialist formal, conceptual or technical concerns relevant to your research field. (Comp. A1)</li> <li>4. Construct an appropriate critical methodological framework for your research project. (Comp. A1)</li> <li>5. Implement your chosen research methods in a systematic and rigorous manner, and to engage in critical evaluation of the outcomes. (Comp. A1)</li> <li>6. Demonstrate critical understanding of professional practice in your chosen domain. (Comp. A1)</li> <li>7. Develop a working knowledge of your chosen profession. (Comp. A1)</li> </ol>
Syllabus Outline	<p><b>Content and Syllabus</b></p> <p>To enable and empower the student to operate within his/her chosen field he/she is expected to undertake some form of professional practice during this module and establish external links appropriate to his/her subject area as agreed with the tutor. The student may wish to use his/her research into creative industries and practitioners within the <i>Professional Practice</i> module to support this. Professional practice can take many forms, including but not limited to, a live brief such as a competition, an application for a residency, funding, or an exhibition proposal. It could also take the form of work placement. In each instance a 1000 word evaluative report is to be submitted, together with evidence of his/her engagement with the creative industries, to demonstrate their understanding of the application of your work to the professional environment.</p> <p>Although students will not have <i>concluded</i> their research project, the work completed for</p>

	<p>this module should be considerably more resolved and establish a clear line of inquiry – through materials, concept or context. Within <i>External Practice Module</i> you may decide to undertake a number of separate ‘tasks’ with a coherent set of aims or a single project spread across the module, their work may be practical or theoretical in nature. Throughout the module students will be encouraged to critically reflect on the development of their project.</p> <p>The student will be required to establish his/her rationale for this part of the course in a Project Proposal. In consultation with the tutor and through reflection on the Project Proposal developed in <i>Professional Practice Module</i> the student will organise his/her intended plan of research to identify specific aims, learning outcomes and assessment requirements for the <i>External Practice</i> module. At the end of this unit an updated Project Proposal with a reflective project review on the development of the project to date will be submitted as part of the assessment.</p>
<p>Contact Hours/Scheduled Hours</p>	<p>Learning Hours 450</p> <p>Contact Hours 180</p> <p>Independent Learning hours 270</p>
<p>Teaching and Learning Methods</p>	<p>Throughout the module tutorials and seminars will support the development of the student research project. In addition, work in progress seminars will provide opportunities for dialogue and interaction between tutors and other students and will be used to collectively review work in progress, present Project Proposals and time-plans and debate issues. The unit syllabus will vary depending upon the nature of each research project.</p> <p>Whilst lectures are the principal teaching method used for the presentation of course content, a wide variety of other techniques and approaches are employed to enrich the delivery and to cater for different student learning styles and preferences.</p> <p><b>Scheduled learning</b> includes lectures, seminars, set exercises, oral presentations, role-play, case studies, guest speakers, online surveys and tutorials.</p> <p><b>Independent learning</b> includes hours engaged with essential reading, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table above. Scheduled sessions may vary slightly depending on the module.</p> <p><b>Teaching and Learning Methods</b></p> <ul style="list-style-type: none"> <li>• Group and Individual Tutorials</li> <li>• Seminars and Lectures</li> <li>• Specialist workshops and seminars from key practitioners</li> <li>• Work in progress reviews</li> <li>• Group Discussions</li> <li>• Presentations</li> </ul>
<p>Reading Strategy</p>	<p><b>Required Reading List</b></p> <p>Any essential reading will be indicated clearly, along with the method for accessing it, The Alexander College library will hold copies for loan as well as copies for reference only to improve access to required texts. Students will be encouraged to obtain their own copies of required reading. The required reading list will be posted on the course website. Module guides will also reflect the range of reading to be carried out.</p> <p><b>Recommended Reading</b></p> <p>Further reading will be required to supplement the set text and other printed readings. Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library search, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the</p>

	<p>academic literature.</p> <p><b>Access and Skills</b></p> <p>The development of literature searching skills is supported by a Library seminar provided during induction week. Students will be presented with further opportunities within the course to develop their information retrieval and evaluation skills in order to identify such resources effectively. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing.</p> <p><b>Indicative Reading List</b></p> <p>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, <i>current</i> advice on readings will be available via the module guide.</p>
Indicative Reading List	<p><b>Reference Material</b></p> <p>Reference materials and sources will be determined by you in relation to your individual project requirements and will be identified in the Project Proposal.</p>

<b>Part 3: Assessment</b>	
Assessment Strategy	<p><b>Assessment Requirement</b></p> <p>This module will be assessed on the following elements.</p> <p>One or more bodies of practical work that represents the continuing development of your research, or a body of theoretical writing in one or a number of formats, including: an essay, a presentation, a research paper or a curated catalogue, (approximately 2000 words; the method of dissemination must be agreed in advance with your tutor).</p> <p>An updated Project Proposal with a reflective project review; an archive of research sources that describes the conceptual, critical / historical and professional framework underpinning your project and evaluates your individual progression and development through this unit.</p> <p><b>Component A:</b></p> <ul style="list-style-type: none"> <li>• <b>External Practice Design Project 1</b> (Optional Title) (Portfolio of practical and written guided work with sketchbook, research work development and final work) (O1-O7)</li> </ul> <p>All assignments and/or projects given to students in the class are explained visually and verbally in the class by the lecturer and they require the students to undertake the required practical or/and written design work accompanying this with detailed sketchbook, research work development and final Graphic Design work (<i>if required by particular assignment / project</i>). (<i>learning outcomes, assessment criteria and evidence required, are analysed in detail in the project brief given to the students</i>)</p> <p><b>All</b> design practical projects require a minimum of 10 minutes visual and verbal presentation by the student in the class. The grade of the presentation is part (a percentage) of the grade of the particular project. The presentations must cover and analyse the work undertaken on particular project, the student must also explain the specific visual decisions taken and solutions given to problems. The student will also have to self-evaluate and analyse the evidences provided by the student that cover the needed outcomes required by the project.</p> <p>All projects/assignments require a widespread piece of research and sketchbook work with evidence of self-evaluation and in some cases evaluation of the work of others. Research material must be analysed and synthesised creatively and with evidence of detailed study upon particular research. Students in our master's level must show evidence of being able to deal with complex issues both systematically and creatively, to make sound judgements in the absence of complete data, and to communicate their conclusions clearly to specialist and non-specialists. The student</p>

	<p>must comment upon findings and appraise critically current research material and advanced scholarship in the graphic design discipline. The student through these assignments/projects should establish self-direction and innovation in tackling and solving problems, and act autonomously in planning and implementing tasks at a postgraduate and professional level. Sketchbooks must always show investigation and creativity with various ideas generating techniques and approaches as well as with own comments and thoughts, images, illustrations, interviews with people, copies of text, references to books, articles, magazines, websites etc.</p> <p>During each project / assignment, students are formatively assessed through the presentation of their work at feedback sessions, during which they may be asked to explain and justify their work and to demonstrate the process of development, thinking and research. Other learners and lecturers are normally present and are invited to contribute to the discussion. We always welcome undergraduate students to participate in these presentations.</p> <p><b>Component B</b></p> <p>N/A for this module (project module)</p>
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Identify final assessment component and element	<b>A/1</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100</b>	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. <b>External Practice Design Project 1</b> (Optional Title) (Portfolio of practical and written guided work with sketchbook, research work development and final work)	100	

<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. <b>External Practice Design Project 1</b> (Optional Title) (Portfolio of practical and written guided work with sketchbook, research work development and final work)	100
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.