



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Exploring Graphic Design Process		
Module Code	UADAPH-45-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	45	ECTS Credit Rating	22.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Design
Department	Art & Design		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

**Part 2: Description**

**Educational Aims:** See learning outcomes.

**Outline Syllabus:** This module enables students to consolidate prior learning and develop their work by locating an area of practice appropriate to their individual concerns and skills. It requires students to explore and implement personal methodologies to sustain and develop their work. Emphasis is placed on developing work that is informed by an understanding of professional practice and contemporary contexts within the remit of Graphic Design.

This module is concerned with the exploration of personal design process. It will enable students to question and develop their design methodology and its appropriateness to solving design problems. The content will focus on the investigation into a range of approaches to conceptual development while emphasising the practical skills needed by a designer to develop and communicate their solutions.

Students will undertake a range of different practical projects and activities through which they will explore their conceptual ability. These are designed to enable them to relate their own idea development and research to interpreting briefs while extending their understanding of the subject.

A series of technical workshops will consolidate and expand students' existing skill base in Graphic Design. It is through experimentation with media/s that students are expected to develop and produce a body of work that explores the practical, theoretical and technical aspects of their individual areas of interest within Graphic Design.

The lectures are designed to develop an understanding of a range of research methods and approaches to professional activity. Throughout the module, students will negotiate tasks and small-scale projects that focus on locating an area of practice/skills base appropriate to their concerns, developing and implementing personal methodologies and developing content through research and evaluation. The task related elements are designed to provide a framework for the progression of practice.

**Teaching and Learning Methods:** The range of approaches in this module consolidate student prior learning and enable them to confirm and explore their primary area of interest whilst developing personal strategies for sustaining and developing self-directed study.

Practical skills are delivered through technical workshops that involve demonstration and practice, and encourage students to explore and develop a skills base appropriate to the development of their practice and individual ambitions.

Projects allow students to apply the skills/research and professional and contextual understanding acquired to the development of their practice.

Seminar group activities focus on developing personal methodologies and organisational skills, critical feedback and monitoring the ongoing progression of work. They are also the forums for discussion in which lecture based material can be related to the practices and concerns of individual students. Group presentations are used as a method to increase group knowledge and understanding and allow individuals to begin to develop organisation, editing and presentation skills. Peer and self-assessment are utilised as a means of developing both a greater understanding of assessment as an approach to learning and the role of critical reflection in the development of practice.

Scheduled learning includes lectures, seminars, tutorials, project supervision, workshops; external visits; supervised time in studio/workshop.

Independent learning includes 342 hours engaged with essential reading, assignment preparation and completion etc. These sessions constitute an average time.

## STUDENT AND ACADEMIC SERVICES

Students can expect a total of 108 hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, group crits, lectures, seminars, site visits / field trips, studio-based sessions, inductions, workshops, field work, work-based learning or project supervision.

Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means. It can also take place in a work-based setting.

### Part 3: Assessment

Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

Presentation and participation in studio-critique

Poster presentation

Group and individual visual presentations

Group and individual verbal presentations

Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing

Group critiques

Peer and self-assessment

Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Body of work, research and supporting materials
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Body of work, research and supporting materials

STUDENT AND ACADEMIC SERVICES

<b>Part 4: Teaching and Learning Methods</b>																							
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;"><b>Module Learning Outcomes</b></th> <th style="text-align: left;"><b>Reference</b></th> </tr> </thead> <tbody> <tr> <td>Develop their understanding of working practices associated with Graphic Design</td> <td>MO1</td> </tr> <tr> <td>Produce a body of work demonstrating an understanding of the intended context within Graphic Design</td> <td>MO2</td> </tr> <tr> <td>Critically analyse their own work and that of others in the development of a body of work</td> <td>MO3</td> </tr> <tr> <td>Identify themes for investigation within a personal creative practice.</td> <td>MO4</td> </tr> <tr> <td>Develop and demonstrate appropriate technical/professional skills in Graphic Design</td> <td>MO5</td> </tr> <tr> <td>Develop creative strategies for research and the development of ideas through Graphic Design practice</td> <td>MO6</td> </tr> <tr> <td>Experiment with processes to progress and consolidate ideas;</td> <td>MO7</td> </tr> <tr> <td>Present a body of work that demonstrates the synthesis of concept and technical understanding/outcome</td> <td>MO8</td> </tr> <tr> <td>Work to a pre-determined schedule</td> <td>MO9</td> </tr> <tr> <td>Communicate effectively through visual and verbal presentation</td> <td>MO10</td> </tr> </tbody> </table>	<b>Module Learning Outcomes</b>	<b>Reference</b>	Develop their understanding of working practices associated with Graphic Design	MO1	Produce a body of work demonstrating an understanding of the intended context within Graphic Design	MO2	Critically analyse their own work and that of others in the development of a body of work	MO3	Identify themes for investigation within a personal creative practice.	MO4	Develop and demonstrate appropriate technical/professional skills in Graphic Design	MO5	Develop creative strategies for research and the development of ideas through Graphic Design practice	MO6	Experiment with processes to progress and consolidate ideas;	MO7	Present a body of work that demonstrates the synthesis of concept and technical understanding/outcome	MO8	Work to a pre-determined schedule	MO9	Communicate effectively through visual and verbal presentation	MO10
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/uadaph-45-2.html">https://uwe.rl.talis.com/modules/uadaph-45-2.html</a></p>																						

**Part 5: Contributes Towards**

This module contributes towards the following programmes of study:

Graphic Design [Sep][FT][Arnolfini][3yrs] BA (Hons) 2019-20

Graphic Design [Sep][FT][Alexander][3yrs] BA (Hons) 2019-20

Graphic Design {Foundation} [Sep][FT][Arnolfini][4yrs] BA (Hons) 2018-19

Graphic Design [Sep][PT][Arnolfini][6yrs] BA (Hons) 2018-19