



**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Extended Study in Graphic Design				
Module Code	UADAPM-60-3	Level	3	Version	1
Owning Faculty	ACE	Field	Design		
Contributes towards	BA(Hons) Graphic Design				
UWE Credit Rating	60	ECTS Credit Rating	30	Module Type	Project
Pre-requisites			Co- requisites		
Excluded Combinations			Module Entry requirements		
Valid From	September 2013	Valid to	September 2019		

<b>CAP Approval Date</b>	30 <sup>th</sup> May 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. demonstrate a depth and breath of knowledge and contextual understanding commensurate with study at level three;</li> <li>2. employ research methods; to collect and collate information, toward the development of their practice in Graphic Design;</li> <li>3. develop a body of work that reflects individual interests, intentions and ambitions within the context of Graphic Design, synthesizing the use of making and materials in relation to personally generated studio practice;</li> <li>4. synthesise concepts and technical skills in the creation of art/design/media works, artefacts and texts;</li> <li>5. demonstrate an awareness of personal and professional responsibility in the realisation of a body of work</li> <li>6. plan, manage and present a body of work to a professional standard.</li> <li>7. Refine the use of appropriate materials and processes in relationship to a self identified project proposal</li> <li>8. understand the context (audience) to which their practice is presented;</li> <li>9. identify, define and negotiate a project proposal and apply appropriate creative, critical and technical skill in realising a body of work.</li> </ol>

	All assessed through Component A.
Syllabus Outline	<p>In this module students are required to develop a substantial and coherent body of work that demonstrates an understanding of their own practice and career aspirations.</p> <p>Students are required to research, develop and negotiate an individual project proposal. The proposal allows the student to demonstrate fully the application of a personal design methodology. This self-directed study will sustain the workload throughout this module and could be demonstrated in one major piece of work or several shorter pieces that are united by a common theme. Negotiations take place with subject tutors and/or the module leader to ensure that learning outcomes and assessment criteria can be met fully and that the proposal is sustainable over the time-span of the module.</p> <p>With tutorial support, students devise and plan their own programme of work for the module. This includes access to sources of information and technical resources. At this level students are expected to demonstrate competence in the use and application of appropriate technologies to develop and realise their ideas. During this module they have the opportunity to hone these skills and begin to develop expertise in particular techniques through the testing and development of prototypes and samples.</p>
Contact Hours	<p>Students can expect a total of <b>150</b> 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.</p> <p>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.</p>
Teaching and Learning Methods	<p>This module focuses on a student's ability to direct and manage their own learning support through tutorial discussion and feedback. Students negotiate appropriate technical support both within and beyond the confines of the institution. The ability to evaluate their needs in relation to the proposal is seen as central to the demonstration of personal creative development and professional practice.</p> <p><b>Scheduled learning</b> includes lectures, seminars, tutorials, project supervision, workshops; external visits; supervised time in studio/workshop.</p> <p><b>Independent learning</b> includes 450 hours engaged with essential reading, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.</p>

Key Information Sets Information	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>60</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>600</td> <td>150</td> <td>450</td> <td></td> <td>600</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				60	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	600	150	450		600
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	<p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <table border="1"> <tbody> <tr> <td>Written exam assessment percentage</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Written exam assessment percentage		Coursework assessment percentage	100%	Practical exam assessment percentage			100%												
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Reading Strategy	<p>All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.</p> <p>Any essential reading is available in the Bower Ashton Library and will be indicated clearly in the module brief. The currency of information may wane during the life span of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, these will be revised annually.</p> <p>Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period.</p>																				
Indicative Reading List	<p><b><u>Essential</u></b></p> <p><b>Individually negotiated</b></p> <p><b><u>Suggested</u></b></p> <p>Fisher, M. (2009) <i>Capitalist Realism: Is There No Alternative?.</i> Zero Books.</p> <p>Fry, T. (2010) <i>Design as Politics.</i> Berg.</p> <p>Noble, N &amp; Bestley, R. (2007) <i>Visual Research: An Introduction to Research Methodologies in Graphic Design.</i> AVA.</p> <p>O'Reilly, J. (2002) <i>No Brief: graphic designer's personal projects.</i> Rotovision.</p> <p>Poyner, R. (2007) <i>Obey the Giant.</i> Birkhauser Verlag AG.</p> <p>Roberts, L &amp; Wright, R. (2010) <i>Design Diaries: Creative Process in Graphic Design.</i></p>																				

Laurence King.

Shaughnessy, A. (2009) *Graphic Design: A User's Manual*. Laurence King.

**Journals**

Creative Review

Eye Magazine

Computer Arts

Blue Print

Art Monthly

Baseline

Grafik Magazine

Design Week

Adbusters

Frieze

Illustrated Ape

Source Magazine

TypoGraphic

**Artists newsletter**

**Websites**

[www.designobserver.com/](http://www.designobserver.com/)

[www.designwritingresearch.org/](http://www.designwritingresearch.org/)

[www.dandad.org/](http://www.dandad.org/)

[www.designcouncil.org.uk](http://www.designcouncil.org.uk)

[www.ycnonline.com](http://www.ycnonline.com)

[www.istd.org.uk/flash\\_content/index.htm](http://www.istd.org.uk/flash_content/index.htm)

[www.thersa.org/projects/design/student-design-awards](http://www.thersa.org/projects/design/student-design-awards)

[www.grafikmag.com/](http://www.grafikmag.com/)

[www.adbusters.org](http://www.adbusters.org)

[www.itnicethat.com](http://www.itnicethat.com)

[http://yayeveryday.com/](http://http://yayeveryday.com/)

[www.manystuff.org/](http://www.manystuff.org/)

[www.adbusters.org](http://www.adbusters.org)

**Part 3: Assessment**

**Assessment Strategy**

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

	<p>Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.</p> <p>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).</p> <p>Forms of assessment used as part of the overall programme include:</p> <ul style="list-style-type: none"> <li>• Presentation and participation in studio-critique</li> <li>• Poster presentation</li> <li>• Group and individual visual presentations</li> <li>• Group and individual verbal presentations</li> <li>• Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing</li> <li>• Group critiques</li> <li>• Peer and self-assessment</li> <li>• Evaluative and reflective outcomes, including visual, verbal and written</li> </ul> <p>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.</p> <p>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.</p>
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Identify final assessment component and element	<b>Final Body of work</b>	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
Final Body of Work and supporting materials, including evaluative statement (1500 words or equivalent) and research file	100%
Component B Description of each element	Element weighting (as % of component)

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A (controlled conditions) Description of each element</b>	<b>Element weighting (as % of component)</b>
Final Body of Work and supporting materials, including evaluative statement (1500 words or equivalent) and research file	100%
<b>Component B Description of each element</b>	<b>Element weighting (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.