**Module Specification**

# Extended Study in Graphic Design

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# Part 1: Information

**Module title:** Extended Study in Graphic Design

**Module code:** UADAPM-60-3

**Level:** Level 6

**For implementation from:** 2023-24

**UWE credit rating:** 60

**ECTS credit rating:** 30

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Art & Design

**Partner institutions:** School for Higher and Professional Education

**Delivery locations:** Arnolfini, School for Higher and Professional Education

**Field:** Design

**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:** Not applicable

**Features:** Not applicable

**Educational aims:** 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.

**Outline syllabus:** 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 timespan of the module.

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.

## Part 3: Teaching and learning methods

**Teaching and learning methods:** 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.

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

Independent learning includes 450 hours engaged with essential reading, assignment preparation and completion etc. These sessions constitute an average time per level.

Students can expect a total of 150 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.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate a depth and breadth of knowledge and contextual understanding commensurate with study at UWE level three

**MO2** Employ research methods; to collect and collate information, toward the development of their practice in Graphic Design

**MO3** 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

**MO4** Synthesise concepts and technical skills in the creation of art/design/media works, artefacts and texts

**MO5** Demonstrate an awareness of personal and professional responsibility in the realisation of a body of work

**MO6** Plan, manage and present a body of work to a professional standard

**MO7** Refine the use of appropriate materials and processes in relationship to a self identified project proposal

**MO8** Understand the context (audience) to which their practice is presented

**MO9** Identify, define and negotiate a project proposal and apply appropriate creative, critical and technical skill in realising a body of work

**Hours to be allocated:** 600

**Contact hours:**

Independent study/self-guided study = 450 hours

Face-to-face learning = 150 hours

Total = 600

**Reading list:** The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/uadapm-60-3.html

# Part 4: 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 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.

**Assessment components:**

**Portfolio** (First Sit)
Description: Final Body of Work and supporting materials, including evaluative statement (1500 words or equivalent) and research file
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Portfolio** (Resit)
Description: Final Body of Work and supporting materials, including evaluative statement (1500 words or equivalent) and research file
Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

## Part 5: Contributes towards

This module contributes towards the following programmes of study:

Graphic Design [SHAPE] BA (Hons) 2023-24

Graphic Design [Sep][FT][Arnolfini][3yrs] BA (Hons) 2021-22

Graphic Design {Foundation} [Sep][FT][Arnolfini][4yrs] BA (Hons) 2020-21

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