



PRIFYSGOL GLYNDŴR WRECSAM
GLYNDŴR UNIVERSITY WREXHAM

MODULE SPECIFICATION FORM

Module Title:	Dissertation and Master's Design Practice	Level :	7	Credit Value:	60
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Module code:	ART710	Semester(s) in which to be offered:	1	With effect from:	2010 September
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Existing/New	New	Title of module being replaced (if any):	
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Originating Subject:	Art and Design	Module Leader:	S. Keegan
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Module duration (contact hours/directed/directed private study):	600 20/80/ 500	Status: core/option/elective (identify programme where appropriate):	Core
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Percentage taught by other Subjects than originating Subject (please name other Subjects):	Subjects other than originating Subject (please name other Subjects): 0%
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Programme(s) in which to be offered:	Pre-requisites programme (between levels)	per (between)	Co-requisites programme (within a level):	per (within a level)
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Module Aims:

For the student this module is the demonstration of a practical and professional portfolio showing of work which expresses individual creativity in their approach to design and versatility and cohesiveness in the solution they devise for design problems. The dissertation, as in integral part of this module, will demonstrate an ability to engage effectively in debate and to present a cogent, coherent and reflective text which augments the body of work presented for the Masters presentation at assessment.

This module aims to:

- Support students in conducting sustained research and critical analysis in a

specialist area of design.

- Enable students to produce a dissertation which is critical and analytical and which forms a complementary part of the Masters presentation.
- Develop student's creative vision, design skills and technical mastery in producing work that is inventive and which shows a fitness for purpose.
- Support students in their specialist practice and provide students with the opportunity to provide visual material of a very high or excellent standard.

Expected Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Understanding:

1. Show extensive depth of critical knowledge within a specific area of design practice .
2. Autonomously synthesise information from a variety of sources and make rational judgements which complement and extend their design ethos and the knowledge supporting the creation of an innovative and resolved body of practical design work.
3. Produce a dissertation which is informed by research; gathering source material which represents individuality in cognitive learning of the subject.
4. Manage the complexity of conducting specialist practice from concept to final presentation of designs, including costings and liaison with industry/funding organisations, if appropriate.
5. Provide an evaluation of the individual's design process, culminating in its production of a practical output.
6. Demonstrate knowledge of cultural industries and other outlets appropriate to their work.
7. Evaluate current trends in design practice, market places and then identify the potential for their own work within that context.

Transferable/Key Skills and other attributes:

Time management and communication skills are important in this module.

Assessment: please indicate the type(s) of assessment (eg examination, oral, coursework, project) and the weighting of each (%). ***Details of indicative assessment tasks must be included.***

Specialist practice assessment will be based on the content of the students portfolio and presentation of final work at display. Students will normally produce a dissertation or equivalent study of between 6000 - 7,000 words which engages critically and analytically with current issues and presents the student's reflections on practice and context cogently and coherently. The form of the written work may be as a hypothesis, question, critique or reflection upon a subject nominated by the student and agreed as relevant to the subject specialism by a supervising tutor. A student may negotiate with a supervising tutor to increase or decrease the ratio between the written word and the specialist practice. This will be approved or rejected by the programme leader.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	1,2,4,6	Display of Practical work with supporting developmental materials	60%		7000
2	3,5,7	Dissertation or equivalent mode of delivery	40%		6000

Learning and Teaching Strategies:

The work for this module will be largely self-directed study. There will be individual and group tutorial guidance where students will present progress reports to staff and fellow students. Individual students' progress will be monitored through tutorials.

Syllabus outline:

Students will be expected to:

- Self initiate networking arrangements with other professionals to support individual aims.
- Collate and evaluate files which document research into career aspirations and contribute to their PDP.
- Conduct a critical reflective presentation of both written and practical works appropriate to their practice area.
- Communicate with relevant organisations to establish a continuing career development plan.

The scope of the dissertation must be relevant to the allotted period of time, the

available materials and to the specialist area of study. Students will evaluate appropriate media, methods, materials and processes with due consideration to audience/the public/industry. Students will establish avenues for self promotion and reflect critically on their own practice and that of others and identify the context of their work.

Bibliography

(please submit in Harvard referencing format)

Essential reading:

O'Donnell, T., 2009. *Sketchbook: Conceptual Drawings From The Worlds Most Influential Designers and Creatives*. Rockport

Murray, R. 2003 *How to Survive your Viva*, OU Press

Murray, R. 2002 *How to Write a Thesis*, OU Press

Suggested reading:

Berry, R. 2004 *The Research Project: How to Write It* Routledge.

Gray, C. and Malins, J. 2004 *Visualizing Research: a guide to the research process in Art and Design*, Ashgate

Ingram, E. 2004 *The cows and the bats : how to write for university and for publication*

Rose, G. 2000 *Visual Methodologies: An Introduction to Interpreting Visual Objects*, Sage Publications Ltd

Rudestam, K.E. 1992, *Surviving Your Dissertation*, London

Tonfoni, G. 2005 *Writing as a Visual Art*, Bristol: Intellect

