

## MODULE SPECIFICATION FORM

Module Title: <b>Communication and Analysis</b>	Level: 6	Credit Value: 20
-------------------------------------------------	----------	------------------

Module code: ARA601	Cost Centre: GAAA	JACS3 code: W250
---------------------	-------------------	------------------

Trimester(s) in which to be offered: 1	With effect from: October 2014
----------------------------------------	--------------------------------

<b>Office use only:</b> To be completed by AQSU:	Date approved: October 2014 Date revised: - Version no: 1
-----------------------------------------------------	-----------------------------------------------------------------

Existing/New: New	Title of module being replaced (if any):
-------------------	------------------------------------------

Originating Academic Department:	Creative Industries	Module Leader:	Alan Hughes
----------------------------------	---------------------	----------------	-------------

Module duration (total hours): 200	Status: core/option/elective Core (identify programme where appropriate):
Scheduled learning & teaching hours: 60	
Independent study hours: 140	
Placement hours: N/A	

Programme(s) in which to be offered: BA (Hons) Architectural Interior Design	Pre-requisites per programme (between levels): None
---------------------------------------------------------------------------------	-----------------------------------------------------

<p><b>Module Aims:</b></p> <ul style="list-style-type: none"> <li>To enable students to develop appropriate skills and expertise in graphic presentation to communicate their ideas and development effectively.</li> <li>To develop a versatility with visual concepts and to research and develop new and dynamic means of effective communication.</li> </ul>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

- To enable students to understand and critically analyse the two and three-dimensional aspects of the designs they produce, emphasising reflective practice as part of the design process.
- To increase knowledge and levels of confidence enabling students to operate effectively in the workplace. This will include reflective practice and flexibility within the design process, and to engage students in studio discussion examining their design approach.
- To further develop verbal skills in setting out their design philosophy and presenting their own work and in critiquing and discussing others' work.
- To relate practical and objective survey techniques to site, context and location.
- To establish confidence in undertaking and interpreting accurate and comprehensive surveys of interior spaces.
- To encourage an appropriate presentation outcome referencing the design concept and client analysis.

### **Intended Learning Outcomes:**

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

1. Analyse and reflect upon the interpretation of the brief and client requirements and identify the problems and main objectives of the design process within the appropriate physical, social and economic context of the site. (KS5)
2. Identify and exploit functional planning processes, through diagrammatic exploration, to achieve successful design development, demonstrating awareness of activity and human use, circulation patterns and user characteristics. (KS3)
3. Demonstrate a clear understanding of different kinds of two- and three-dimensional drawing and visual communication methods (freehand and CAD) and be able to evaluate and apply these methods to their own work. (KS3)
4. Exploit the use of colour in the rendering of design proposals to communicate atmosphere and to enhance three-dimensional depth by the use of shadows and highlights and show critical understanding of the affective and descriptive aspects of representation. (KS3)
5. Evaluate design through visual methods of scheme presentation to develop further expertise in communicating design proposals to clients, contractors and employers. (KS1)
6. Demonstrate skills in evaluating appropriate verbal and visual presentation techniques to convey their schemes successfully (KS1)

### *Key skills for employability*

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self-management)*
10. *Numeracy*

**Assessment:**

100% coursework - communication and analysis are identified as clear objectives, with a percentage value within the marking criteria of each assigned project, which makes up the module mark across the course.

Students are required to present sketchbooks, written and collected supported research material and a series of worksheets and rendered designs that demonstrate considered design development.

The student will be expected to have fulfilled the criteria agreed at the inception of the module and produce satisfactory final solutions, in the form of finished artwork, completed by the stated deadline. Written and oral evaluation will be provided at the end of each constituent project.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	All	Course work	100%	N/A	N/A

**Learning and Teaching Strategies:**

A programme of lectures introduces the various techniques used in graphic communication, linked into studio sessions where tutorial support develops and refines skills. Students are initially asked to provide their analysis in written form and are then encouraged to experiment and to find their own means of communicating their analysis and subsequent development as their skills develop, moving towards the standards of the profession.

Intensive tutoring in studio, during design projects, provides the basis for the delivery of this module, refining and guiding students as they develop solutions. Students maintain and submit a record of development to support each design assignment and they analyse all their alternative design development material in relation to the whole site and to detailed spaces. Tutors encourage the methodical evaluation of alternative schemes leading towards a particular solution and selection for further development.

Skills taught and developed include: bubble diagrams; gantt charts; orthographic projection; axonometrics; perspective drawing; collage; montage; model-making; various modes of hand rendering. The programme allows specific time for the development of skills in computer graphics and allows students to compare and critically assess outcomes.

Visual and verbal presentation of projects to the studio group provides opportunity for further critical analysis and discussion and for peer feedback and students learn the vocabulary they need in order to be able to talk about their own and others' work.

**Syllabus outline:**

*(Indicative content)*

**Lectures**

Graphics  
Project presentation  
Freehand and formal drawing  
Three-dimensional drawing

Mood & Concept boards  
Sample & Illustration boards

### **Studio and workshops**

Colour rendering  
Model workshops 1&2  
SketchUp  
Vector Works  
Computer presentation – e.g. Podium / Photoshop  
Verbal presentations and participation in peer evaluation.

Through a series of lectures and via workshops and studio sessions intensive examination and practice of a wide range of alternative graphic communication skills prepares the way for later, more specialised application and development. Students have the opportunity to produce and compare manual graphic work with computer-generated communication using software packages such as Vectorworks, SketchUp and Photoshop.

This module encourages the analysis of site, clients and end users. Students are required to explore the geometry of spatial organisation, concept and expressive technique. Exploration of accurate survey methods as the basis for analysis and design development, coupled with an interpretation of the client brief, contributes to a dynamic process of critical analysis and reflection. The development of alternative solutions through loose freehand graphic overlays and sketches is required, and this establishes the basic principles of graphic composition relating to layout and the arrangement of visual presentations.

### **Bibliography:**

#### **Essential reading:**

Ching, F.D.K. (2012) *Interior Design Illustrated*, 3<sup>rd</sup> Edition, Chichester, John Wiley & Sons.  
Ching, F.D.K. (1998) *Design Drawing*, Chichester, John Wiley & Sons.  
Hughes, A. (2009) *Interior Design Drawing*, Crowood Press.  
Plunkett, D. (2009) *Drawing for Interior Design*, Laurence King.

#### **Indicative reading:**

Ching, F.D.K. (2009) *Architectural Graphics*, 5<sup>th</sup> Edition, Chichester, John Wiley & Sons.  
Ching, F.D.K. (1987) *Architecture: A Design Handbook*, Van Nostrand Reinhold.  
Delaney, M. (2011) *Studio craft & technician: the architects student's handbook*, Dublin, University College Dublin.  
McCandless, D. (2009) *Information is beautiful*, London, Collins.  
Ching, F.D.K. (2007) *Architecture. Form, Space and Order*, 3<sup>rd</sup> Edition, Chichester, John Wiley and Sons.