

Partner Module specification

Module Code:	ARA703
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Module Title:	Design Communication for Architectural Interior Design
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Level:	7	Credit Value:	20
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Cost Centre(s):	GAAA	JACS3 CODE:	K110
		HECoS code:	100583

Faculty	Faculty of Arts, Science and Technology	Module Leader:	Alan Hughes
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Scheduled learning and teaching hours	100 hrs
Guided independent study	100 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MA Architectural Interior Design	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pre-requisites		
None		

Office use only

Initial approval: 03/09/2019

Version no:2

With effect from: 03/09/2019

Date and details of revision:

Version no:

Module Aims

Students will develop appropriate self-directed skills and expertise in graphic presentation to enable communication of their ideas effectively to clients, employers and contractors through dynamic means.

Students will evaluate and analyse the two and three-dimensional method for the designs they produce, encouraging reflective practice as part of creative communication enabling them to operate effectively in the workplace.

This module will establish levels of confidence within the student to develop skills in verbal presentation, enabling students to discuss and describe their work effectively and efficiently and to defend their design philosophy. They develop the initiative to make sound judgements and creatively manage complex and varied information establishing techniques that will assist continuing professional development.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Express effective communication through processes and decisions in 2 and 3 dimensional formats in a range of techniques including free hand sketches and software skills	1	
		4	
2	Utilise complex graphic presentation skills in the context of design for a client, employer or contractor showing understanding in deployment of colour, descriptive representation and creativity.	3	
		5	
3	Defend and justify the process of concept development and demonstrate an advanced working design philosophy informed by historical and/or contemporary, emerging knowledge of the subject.	6	
		1	
		7	

Transferable skills and other attributes

Communication skills, written, drawn and verbal
Conceptual development
Research development

Derogations

None

Assessment:**Indicative Assessment Tasks:**

The student is expected to evidence their development and learning by submission of visualisations of their designs rendered 2 and 3 dimensionally. These submissions should include a variety of approaches to visualising concepts for design and must include both hand and computer production methods. The student will make a presentation of their coursework evidencing the variety of graphic skills exercising original and creatively appropriate decisions to communicate complex information.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1, 2, 3,	Coursework	100%	

Learning and Teaching Strategies:

A programme of workshops explains the various techniques used in graphic communication, linked into studio sessions where tutorial support develops and refines skills. Students are encouraged to experiment and to find their own means of systematic communication, which must have parity with the standards of the profession. The work varies between orthographic projection and more traditional techniques such as axonometric and perspective drawing to collage, montage, model making and various modes of colour rendering. Students are encouraged to make their own choices considering the methods of communication most appropriate for each project

The programme allows specific time for the development of computer graphics, allowing 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 the practice of professional skills.

Syllabus outline:

Manual and digital methods of drawing.

Rendering workshops to further develop skills with pencil / pastel and Photoshop.

Lectures on alternative graphic communication skills prepares the way for studio presentation, exhibition and portfolio.

One to one exhibition and portfolio tutorials.

Produce and compare manual graphic work with computer-generated communication using Sketch Up, Vectorworks, Podium and Photoshop software.

The module firmly establishes principles of graphic composition focusing on cohesive layouts and drawings in synergy with the conceptual development of the design.

Indicative Bibliography:**Essential reading**

Francis D. K. Ching. (2010) *Design Drawing*. 2nd Edn. John Wiley & Sons, Chichester. 9780470533697

Alan Hughes. (2010) *Interior Design Drawing*. 2nd Edn. Crowood Press, Wiltshire. 9781847970169

Recommended reading

Maureen Mitten. (2018) *Interior Design Visual Presentation*. 5th Edn. John Wiley & Sons. Chichester.

Francis D. K. Ching. (2018) *Interior Design Illustrated*. 4th Edn. John Wiley & Sons, Chichester.

Drew Plunkett: (2009) *Drawing for Interior Design*. Laurence King, London.

Susan C. Piedmont-Palladino. (2019) *How Drawings Work: A User-Friendly Theory* Routledge, Abingdon, Oxfordshire.

Other reading

Brody, A: (2018) *The Complete Sketch Up Companion for Interior Design*. Bloomsbury, London.