

Module specification

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Refer to guidance notes for completion of each section of the specification.

Module Code	ARA703
Module Title	Design Communication for Architectural Interior Design
Level	7
Credit value	20
Faculty	FACE
HECoS Code	100583
Cost Code	GAAA

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MA Architectural Interior Design	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	40 hrs
Placement tutor support	20 hrs
Supervised learning e.g. practical classes, workshops	40 hrs
Project supervision (level 6 projects and dissertation modules only)	40 hrs
Total active learning and teaching hours	140 hrs
Placement / work based learning	20 hrs
Guided independent study	40 hrs
Module duration (total hours)	200 hrs

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Initial approval date	03/09/2019
With effect from date	03/09/2019
Date and details of revision	05/07/2024 – updated breakdown of module hours and derogations.



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Version number	4

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.

Module Learning Outcomes - at the end of this module, students will be able to:

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
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	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.

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 (%)
1	1, 2, 3	Coursework	100

Derogations

Full time Masters programmes shall be completed normally in no more than 18 months by taking 3 trimesters (Part 1 trimester 1: September to January; trimester 2: February to June, then Part 2 trimester 3 September to January). A student who fails to complete the programme at the first attempt shall be required to complete all requirements within the normal registration period, that is, 24 months'.



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.

Indicative 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:

Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University referencing guide*.

Essential Reads

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

Other indicative 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.



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