PRIFYSGOL glyndŵr UNIVERSITY

MODULE SPECIFICATION FORM

Module Title: **Introduction to Design**	Level: 3	Credit Value: 20

Module code: ARD307	Cost Centre: GADC	JACS3 code:

Semester(s) in which to be offered: 1	With effect from: September 2013

Existing/New: New	Title of module being replaced (if any): None

Originating Academic Department:	Creative Industries	Module Leader:	Steve Keegan

Module duration (total hours):	**200**	Status: core/option/elective (identify programme where appropriate):	Core
Scheduled learning & teaching hours	70		
Independent study hours	130		

Programme(s) in which to be offered:	Pre-requisites per programme (between levels):
Art & Design Foundation Year BA (Hons) Design: Applied Arts (including Foundation Year) BA Design: Animation, Visual Effects and Game Art (with Foundation Year) BA (Hons) Design: Film and Photography (including Foundation Year) BA (Hons) Design: Graphic Design and Multimedia (including Foundation Year) BA (Hons) Design: Illustration, Graphic Novels and Children's Publishing (including Foundation Year) BA (Hons) Fine Art (including Foundation Year)	None

Module Aims:

To provide opportunities to:

- Explore the principles and methodologies associated with design practice.
- Explore the creative interaction and communication between ideas concepts media and techniques.
- Design and produce a body of work in relation to given themed based design assignments.

Intended Learning Outcomes:

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

Knowledge and Understanding:

1. Demonstrate practical application of the principles and methodologies associated with Design practice.
2. Explore the interrelationship of ideas, concepts, media and techniques across a range of design disciplines.
3. Demonstrate new skills through the production of a body of work in a Design based context.
4. Evaluate own work and identify areas of personal interest and strength.

Transferable/Key Skills and other attributes:

- Ability to think creatively
- Ability to apply creative solutions to problems
- Work in teams as well as develop and manage an individual programme of work
- Ability in time management/organisational skills.
- Interpersonal/communication skills.

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

Students will be expected to demonstrate practical knowledge and understanding in the principles and practice of a variety of design disciplines. Students will evidence abilities in generating ideas, forming concepts, manipulation of media and techniques through to production of finished pieces. Emphasis will be placed on the exploratory nature of forming concepts and combining appropriate media and techniques in the resolution of the design assignments.

A typical submission will contain:

Evidence of contextual research
Design ideas and concept artwork
Film, photography, visual sequencing, illustration, typographic design based solutions to theme driven assignments.
Documented evaluation of work.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	All (1-4)	Coursework	100%	N/A	N/A

Learning and Teaching Strategies:

The module will normally be delivered through lectures, demonstrations and studio/workshop based teaching and learning. Academic staff will provide support and guidance when students are identifying initial areas for development and experimentation. Individual students will be engaged in independent and directed study and will be expected to seek practical advice and technical support and guidance as necessary. Normally this will be during supervised demonstrations or studio sessions or through tutorials, which are conducted on a regular basis. Personal tutorials will also inform and direct individual subject study. During assignments there will be group critiques where students will evaluate their own progress.

Syllabus outline:

Rationale
This module introduces the principles and methodologies relating to creative design practice contributing to student's personal development. It aims to provide students experience in a variety of design disciplines in which they can experiment with ideas concepts media and techniques. They will have the opportunity to choose from themed based assignments requiring solutions to design communication and creative media problems. Students will be expected to demonstrate a practical knowledge of how ideas and concepts translate into design and production of solutions to finished work.

Indicative Content:
Students will receive a broad introduction to the principles and practice of design and production through choices of practical theme based assignments. Workshops are provided which introduce students to a range of communication and creative media processes and software techniques. This will be supported through studio based learning.

The students will document their experience and organise the research underpinning their practical work through their reflective journal. These will evaluate their work and evidence their personal achievements.

Bibliography:

Essential Reading:

Potter, N. (2008) *What is a Designer: Things, Places, Messages*, Hyphen.
Julier, G. (2007) *The Culture of Design*, London, Sage.

Other indicative reading:

Deyan, S. (2009) *The Language of Things*, Penguin.
Butler, J. (2007) *Universal Principles of Design*, London, Rockport.
Ambrose, G. & Harris, P. (2003) *The fundamentals of creative design*, Crans-près-Céligny, Switzerland: AVA.
Papanek, V. (1985) *Design for the Real World*, Thames and Hudson.

Weblinks:

http://www.designobserver.com/
http://www.ideo.com/work/item/human-centered-design-toolkit/
http://www.design21sdn.com/
http://www.ted.com/
http://www.media.mit.edu/