Module Title:	Specialist Design Studies	Level:	4	Credit Value:	10

Module code:	ARD419	New ☐ X Existing ☐	Code of module being replaced:	N/A

Cost Centre:	GADC	JACS3 code:	W280

Trimester(s) in which to be offered:	1 or 2 or 3	With effect from:	June 16

School:	Creative Arts	Module Leader:	Dan Berry

Scheduled learning and teaching hours	30 hrs
Guided independent study	70 hrs
Placement	0 hrs
Module duration (total hours)	100 hrs

Programme(s) in which to be offered	Core	Option
Standalone module	☐	☐
To be aligned with BA (Hons) Design: Animation, Visual Effects and Game Art / BA (Hons) Design: Film and Photography / BA (Hons) Design: Graphic Design and Multimedia / BA (Hons) Design: Illustration, Graphic Novels and Children's Publishing for quality assurance and assessment purposes only	☐	☐

Pre-requisites
N/A

Module Aims
- To develop practical exploration of media and techniques in solution of design assignments within a multidisciplinary environment.   - To enable students to become technically competent in using a variety of media.   - To encourage evaluative thinking in individual creative design 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 Recognise ways in which specific media and their attendant technologies make possible different kinds of aesthetic forms.	KS6	
2 Demonstrate practical design skills using a variety of media and techniques.	KS1	KS5
3 Explore the interrelation of design ideas and application of techniques, bringing them to the fruition as final outcomes.	KS2	KS4
Transferable/key skills and other attributes		

Derogations
No derogations requested.

Assessment:

Critical discussion will take place during and at the end of assignments with group critiques and individual tuition forming the basis of ongoing formative assessment.

A body of work presenting design development and production will be presented at the end of the module. Students will be assessed on their exploration of media and development of techniques in solution to set assignments. This should be supported by documentation of the working methods and contextual influences that the student has become aware of and used during the course of the module.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	ALL (1-3)	Coursework	100%	N/A	N/A

Learning and Teaching Strategies:

Key lectures will introduce the module presenting and exploring different forms of media and techniques. Students will elect an area of study from Photography and Photoshop / Illustration and Digital Media.

Students will have the opportunity of working in a multidisciplinary environment, selecting subject themes for assignments.

Students will be engaged in directed and independent study. They will receive workshop demonstrations.

At the end of each assignment, there will be a group critique during which students will self-criticise and evaluate their work to their peers and offer constructive criticism on the work of others in the group.

Syllabus outline:

This module is designed to encourage creative exploration and experimentation of a range of media and techniques within a chosen area of study. Students will use ideas and concepts and apply a variety of media and techniques, both traditional and digital that explore the boundaries of what is current practice within their chosen subject study.

Indicative Content:

Photography and Photoshop - The acquisition and development of a good working knowledge of photographic and Photoshop techniques that will both facilitate and inform creative processes in response to specific design problems.

Illustration and Narrative Design - The acquisition and development of a good working knowledge of illustration and narrative design that will both facilitate and inform creative processes in response to specific design problems.

Bibliography:
Essential reading
Badger, G. (2014), *The Genius of Photography*, Quadrille Publishing Ltd. Bergstrom, B. (2008), *Essentials of Visual Communication,* Laurence King. Colson, R. (2007), *The Fundamentals of Digital Art,* London: AVA Publishing.
Other indicative reading
Freeman, M. (2006), *The Complete Guide to Light & Lighting in Digital Photography, ILEX.* Johnson, C. (2007), *The Practical Zone System for Film and Digital Photography*, Focal Press Kelby, S. (2005), *The Photoshop Book for Digital Photographers*, New Riders Publishing. O'Donnell, T. (2009), *Sketchbook: Conceptual Drawings From The Worlds Most Influential Designers and Creatives,* Rockport. Pipes, A. (2007), *Drawing for Designers: Drawing skills, Concept sketches, Computer systems, Illustration, Tools and materials, Presentations, Production techniques* . London: Laurence King. Wray, A. (2009), *Handmade Graphics: Tools and Techniques Beyond the Mouse*, London: Rotovision. Zeegan, L. (2007), *Secrets of Digital Illustration: A Master Class in Commercial Image-making*, London: Rotovison. **Weblinks and Periodicals:** Image & narrative: Online Magazine of the Visual Narrative http://www.imageandnarrative.be/ British Journal of Photography http://www.bjp-online.com/ http://www.designobserver.com/ http://www.aiga.org/ http://www.ideo.com/work/item/human-centered-design-toolkit/ http://www.design21sdn.com/ http://www.ted.com/ http://www.media.mit.edu/ http://www.good.is/ http://www.eyemagazine.com/ Design Issues, MIT Press Varoom: Illustration, Culture, Society, AOI Eye Magazine, The International review of Graphic Design Human-Computer Interaction, Taylor and Francis, Routledge Press