Module specification

When printed this becomes an uncontrolled document. Please access the Module Directory for the most up to date version by clicking on the following link: Module directory

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

Module code	ARD469
Module title	Introduction to Graphic Design
Level	Level 4
Credit value	10
Faculty	Faculty of Arts, Science and Technology
Module Leader	Lisa Evans
HECoS Code	100061
Cost Code	GADC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
Programme aligned to BA Graphic Design	Stand-alone module

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	18 hrs
Placement tutor support	0hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**18** hrs
Placement / work based learning	0 hrs
Guided independent study	82 hrs
Module duration (total hours)	Click here to enter TOTAL hours. 100 hrs

Module aims

This short course aims to:

- Introduce students to the basic theory and practice of graphic design
- Enable students to create a finished piece of effective graphic communication

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

1	Become familiar with graphic design terminology
2	Use desktop publishing software at a basic level
3	Evaluate and devise a graphic design strategy
4	Create a piece of informed graphic design communication

Assessment

Indicative Assessment Tasks:

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Coursework	25%
2	2,3	Practical	15%
3	4	Poster Presentation	60%

Assessment One (25%)
Students will be required to complete assessable tasks based upon theory delivered.

Assessment Two (15%)
Students will be assessed on their practical skills during the course. Each software technique will be accompanied by an assessable outcome. This will be classroom based.

Assessment Three (60%)
Students will present the final project outcome to the group for both peer assessment and academic assessment. Practical, digital, theoretical and presentation abilities will be evaluated.

Derogations

None

Learning and Teaching Strategies

This short course will provide students with an opportunity to learn the basic concepts used in graphic design. It is a 10-credit module, the tutoring will be delivered in class, using Adobe software and traditional physical methodology.

The course involves a weekly classroom attendance 2 hours per week. Delivery will be based upon instruction, classroom participation, technical direction with personal and peer appraisal at completion points. Instruction delivery will last between 30-60 minutes, with psychomotor and cognitive activities satisfying the remainder of the lesson.

Each week will focus on an aspect of graphic design theory and the development of digital proficiency with relevant software skills. Students will be expected to assemble their skills in order to create a final outcome towards the end of the course with a choice from three projects. Students will be assessed on their weekly tasks and their final submission

Indicative Syllabus Outline

- **Week 1** Introduction – research into styles and format
- **Week 2** Concept sketching and layout skills – sketching practice, text blocking
- **Week 3** Typography – introduction to Illustrator
- **Week 4** Iconography – Illustrator drawing
- **Week 5** Advertising and poster design introduction - Introduction to InDesign
- **Week 6** Colour theory – InDesign layout
- **Week 7** Logo design introduction – design a logo
- **Week 8** Editorial design introduction – design a spread
- **Week 9** Presentation (choice between logo, editorial, poster brief)

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

- Nipane, A., 2020. Graphic Design for Beginners: Fundamental Graphic Design Principles that Underlie Every Design Project. s.l.:Amazon.

Other indicative reading

- Soto, D. d., 2014. Know Your Onions: Graphic Design: How to Think Like a Creative, Act Like a Businessman and Design Like a God. s.l.:BIS.

- White, A., 2011. Elements of Graphic Design: Second Edition. s.l.:Allworth Press.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. Click here to read more about the Glyndwr Graduate attributes

Core Attributes
Engaged
Creative

Key Attitudes
Commitment
Confidence
Curiosity
Adaptability

Practical Skillsets
Digital Fluency
Critical Thinking
Organisation
Emotional Intelligence
Communication