

MODULE SPECIFICATION FORM

Module Title: Extended Practice (Design)	Level: 5	Credit Value: 20
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Module code: ARD513 (if known)	Cost Centre: GADC	JACS3 code: W213
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Trimester(s) in which to be offered: 1	With effect from: September 2015
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Office use only: To be completed by AQSU:	Date approved: August 2015 Date revised: Version no: 1
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Existing/New: New	Title of module being replaced (if any): The Message
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Originating Academic School: Media, Arts and Design	Module Leader: Adam Cooke
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Module duration (total hours): 200 Scheduled learning & teaching hours: 50 Independent study hours: 150	Status: core/option (identify programme where appropriate): Core
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Programme(s) in which to be offered: BA (Hons) Design: Graphic Design and Multimedia/BA (Hons) Design: Illustration, Graphic Novels and Children's Publishing MDes: Graphic Design and Multimedia/MDes: Illustration, Graphic Novels and Children's Publishing	Pre-requisites per programme (between levels): N/A
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<p>Module Aims:</p> <ul style="list-style-type: none"> To extend practice in a variety of communication media and methods, (including the opportunity to explore literary forms and genres), culminating in design and production. To extend technical design skills and practice in relation to the subject matter being explored. To explore forms of communication, narrative and non-narrative, through a variety of design disciplines. To explore the relationship between what is being communicated to the viewer.

Intended Learning Outcomes:

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

1. Demonstrate extended practice in the effective manipulation of image and/or the written word. (KS1, KS3, KS4, KS6)
2. Demonstrate extended technical skills and design techniques using appropriate software in solving communication problems. (KS3, KS4)
3. Produce work using either narrative or non-narrative forms of communication in solution to a chosen assignment. (KS2, KS6)
4. Analyse and evaluate methods of media and communication in relation to target audience/viewer. (KS1, KS4, KS5, KS9)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self-management)
10. Numeracy

Assessment:

Formative assessment will take place during group critiques with student participation and in individual tutorials that will take place prior to Christmas. Students will be assessed on the presentation of concepts, design and production of final work. They will also be expected to develop a reflective journal that evidences their research, investigation of ideas and a critical evaluation of their work for this module. Assessment will also take into consideration their attendance, participation and performance during lectures, seminars, and workshops for the overall module. Individual assessments will take place at the end of the module with a major review of work at the end of the year.

In assessing the learning outcomes, a variety of factors will be taken into account, these include:-

- Research and investigation of narrative and/or non-narrative forms of communication within a chosen design discipline.
- Conceptual design development.
- Communication of narrative or non-narrative solutions to a given assignment.
- The appropriate use of media and techniques.
- Presentation and evaluation of final piece.

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

Learning and Teaching Strategies:

Key lectures will examine forms of communication, narrative and non-narrative forms of expression within different design disciplines. Students will be introduced to new techniques and challenges using digital processes and may interpret their design solutions in a number of directions using a variety of media and methods. Emphasis will be placed on research and analysis from critical and contextual viewpoints.

Students will synthesise subject matter and determine the approach and structure of their concepts in answer to assignments. They will consider the relationship between target audience/viewer and what is being communicated. Practical studio work will involve both design and production through to finished presentation. Students will make formal presentations of their work to their tutors and peer group for critical analysis. Emphasis will focus on the effectiveness of communication through narrative and non-narrative forms.

Students will be encouraged to discuss the formulation of solutions in dialogue with peers and tutors. They will organise and manage their work, developing work schedules and documenting work on their reflective journals.

Syllabus outline:

This module broadly introduces students to new and more challenging areas of practice that will encourage the utilisation of advancements in new technology in the outcome of their work. Outcomes will be differentiated from assignments set within each Design programme.

Ideas will be explored and developed creatively to produce designs that will demonstrate creative thinking as well as extending practice through using advanced software techniques in the production process.

Students will investigate narrative and non-narrative forms of design communication with consideration to the power of communication and conveyance of meaning to the viewer. This will include conventions of narrative, but also more abstract meanings and messages that emerge from the juxtaposition of images.

Indicative Content:**Graphic Design and Multimedia**

Design and production of assignments that will develop intellectual abilities in the areas of concepts/ideas/problem solving as well as extending practice in use of digital media and techniques; including typography, branding, advertising, packaging, information design, interactive websites and motion based design as vehicles for communication.

Illustration, Graphic Novels and Children's Publishing

Design and production exploring narrative, sequential design, editorial illustration, advertising, publishing and story development for graphic novels and children's books. Project briefs will require response to specified themes or constraints in commercial illustration, children's books or graphic novels, whilst extending their existing knowledge and developing new skills.

Bibliography:

Graphic Design and Multimedia

Indicative reading:

Austin, T. & Doust, R. (2007), *New Media Design*, Laurence King.
Bergstrom, B. (2008), *Essentials of Visual Communication*, Laurence King.
Wray, A. (2009), *Handmade Graphics: Tools and Techniques Beyond the Mouse*, London: Rotovision.
Hubner, M. (2009), *Tangible: High Touch Visuals*. Verlag.
Moggridge, B. (2006), *Designing Interactions*. Massachusetts: MIT Press.
Peters, K. (2007), *Foundation ActionScript 3 Animation: Making Things Move!* Boston: Friends of ed.

Illustration, Graphic Novels and Children's Publishing

Indicative reading:

O'Donnell, T. (2009), *Sketchbook: Conceptual Drawings From The World's Most Influential Designers and Creatives*, Rockport.
Buxton, B. (2007), *Sketching User Experiences: Getting the Design Right and the Right Design*. Morgan Kaufman.
Hartill, B. & Clarke, R. (2005), *Collographs*, (Print making Handbook) London: A&C Black.
McCloud, S. (2006), *Making Comics: Storytelling Secrets of Comics, Manga and Graphic Novels*, Harper Collins.
Marcoci, R (2007), *Comic Abstraction: Image Breaking, Image Making*, Museum of Modern Art.
Renshaw, L. (2009), *Mixed-Media and Found Materials*, London: AC&Black.
Santiago, K. (2010), *Collage Playground: A Fresh Approach to Creating Mixed-Media Art*, North Light Books.
Sloman, P. (2009), *Paper: Tear, Fold, Rip, Crease, Cut*, London: Black Dog.
Troika, (2008), *Digital by Design: Crafting Technology for Products and Environments*, Thames and Hudson.
Zeegan, L. (2007), *Secrets of Digital Illustration: A Master Class in Commercial Image-making*, London: Rotovision.

Periodicals and Weblinks

Creative Review, Centaur Communications.
Computer Arts, Future Publishing
Develop, Intent Media
EDGE, Future Publishing
Eye, Haymarket Publishing
K10K: <http://www.k10k.org>
MUTE, Texere Publishing, <http://www.metamute.com/>
Res, Res Media Group <http://resfest.com/>
WIRED, Wired UK, <http://www.wired.com>