

Module specification

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Module code	ARD561
Module title	Design Project: Graphic Design
Level	5
Credit value	40
Faculty	FAST
HECoS Code	100061 – Graphic Design
Cost Code	GDAC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme.
BA (Hons) Graphic Design	Core
DipHE Graphic Design and Multimedia	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	40 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	60 hrs
Placement / work-based learning	0 hrs
Guided independent study	340 hrs
Module duration (total hours)	400 hrs

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Initial approval date	16/05/2022
With effect from date	September 2023
Date and details of revision	04/11/2022 Addition of DipHE Graphic Design and Multimedia (CBVC)
Version number	2

Module aims

This module aims to develop and enhance students' skills in graphic design process and methods through theory application and practice. The module is an opportunity for students to explore areas of graphic design by applying creative print and/or digital solutions to specific audiences within a variety of technical, professional, social, and ethical constraints.

This module will enhance the student's skills and bridge any gaps in knowledge to move into a more specialist area at level 6.

The module will also:

- Extend practice in a variety of graphic design techniques culminating in the design, planning and production of either a print or digital product.
- Extend technical design, layout, and production expertise together techniques in relation to the subject matter being explored.
- Demonstrate knowledge of graphic design principles, concepts and techniques applied to practice.
- Promote opportunity of field study, analysis, ideation, prototyping and evaluation of the production.
- Allow collaborative and interdisciplinary work.

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

1	Demonstrate an advanced application of design principles, concepts, methods of enquiry and techniques related to production skills.
2	Design a coherent project outcome based on a clear understanding of theory and practice.
3	Evaluate the project outcome and run appropriate validation and testing practice.
4	Perform a negotiation and critical analysis on professional communications.
5	Demonstrate skills in a cross disciplinary collaborative process.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Students will produce coursework that demonstrates their ability to identify, appreciate and apply graphic design procedures and techniques with evidence of planning through layout

studies and critical reflections. Students will submit a PDF document that contains (but not limited to) the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- Conclusion/Reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4,5	Coursework	100%

Derogations

None

Learning and Teaching Strategies

The strategies that will be used for the delivery of this module are as follows:

- Lectures will allow students to identify, appreciate, and apply graphic design concepts and techniques.
- Verbal and visual presentations will mark the steps of the process.
- Assignments will enable students to produce work for their portfolio.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development and their engagement with research.
- Working in small groups will be encouraged

This module will also follow the **ALF (Active Learning Framework)** guidelines, which will include alternative methods of assessment and a blended approach to delivery, with some theory and software sessions being delivered online (depending on requirements and student experience).

Indicative Syllabus Outline

This module will be delivered over a twelve-week period with weekly taught sessions that introduce students to the identification, appreciation, and application of creating a piece of print or digital product.

The emphasis will be on exercise a complete design process, preferable until the evaluation of the product by its users. The syllabus will be broken down into the following sections:

- Idea generation (and problem solving) based on a graphic design project.
- Planning and design workflow, following the graphic design industry pipeline.
- Development and refinement of a design project.
- Technical skill development of software related to the creation of a graphical work.

- Exploring formats and layouts of typography.
- Critical reflection and evaluation.
- Coursework and portfolio presentation skills.

Indicative Bibliography:

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

Essential Reads

Bierut, M. (2021), *How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World*. London: Thames & Hudson

Other indicative reading

Cross, N. (2019), *Design Thinking: Understanding How Designers Think and Work*. London: Bloomsbury Visual Arts

Index Books. (2010), *A Graphic Design Project from Start to Finish*. Index Books.

Employability skills – the Glyndŵr Graduate

Each module and programme are 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.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication