

Module specification

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Module code	ARD564
Module title	Print and Production - photography
Level	5
Credit value	20
Faculty	FAST
HECoS Code	100048
Cost Code	GADC

Programmes in which module to be offered

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

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
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	30 hrs
Placement / work-based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

For office use only	
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) 15/05/2024 Addition of BA (Hons) Photography
Version number	3

Module aims

This module aims to:

- introduce students to the techniques and processes for the preparation and development of materials destined for print or publishing.
- develop skills in the design of text and image.
- enable students to develop technical competencies in the production of print-based materials and publishing digital content.
- encourage critical self-evaluation of refined outcomes.

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

1	Compile resources to be used in the application of print and/or publishing.
2	Demonstrate an advanced ability to originate, manipulate and amend artwork produced for print or Publishing.
3	Produce refined printed material to a specified design brief applying theory, technical skills, and design principles.
4	Critically reflect on the preparation, development, and results of materials for print or publishing.

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 responding to briefs and tasks set that demonstrate their ability to develop their work with printed materials in relation to design. Students will need to document their progress through the module providing annotations of 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	Coursework	100%

Derogations

None

Learning and Teaching Strategies

- Didactic elements such as lectures will be delivered to equip the student with the relevant theories early in the module.
- Assignments will be designed to enable students to produce a body of work that challenges them to demonstrate their understanding of the conventions and technical limitations of producing materials for print.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student projects will form the basis of the conceptual development and understanding of the student.

In line with the **Active Learning Framework (ALF)** this module will utilise the VLE to compliment the learning experience. Content will be available for students to access both synchronously and asynchronously and include a blended approach to delivery. This may include first- and third-party tutorials and videos, supporting files, online activities and any additional content that support their learning.

Indicative Syllabus Outline

This module will be delivered over a twelve-week period with weekly taught sessions encouraging the student to work efficiently to deadlines.

- Research and mind maps
- Idea generation and problem solving.
- Planning and design workflow.
- Development and refinement.
- Technical skill development.
- Preparing work for print.
- Critical reflection and evaluation.
- Coursework presentation skills.

Indicative Bibliography:

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

Essential Reads

DiMarco, J. (2010), *Digital design for print and web: an introduction to theory, principles, and techniques*. New Jersey: John Wiley & Sons, Inc.

Other indicative reading

Ambrose, G. and Harris, P. (2006), *Print & finish*. Illustrated edition. Switzerland: AVA Publishing.

Bringhurst, R. (2013), *The elements of typographic style*. Seattle, Wash.: Hartley & Marks

Brown, A. (2017), *Print Handbook*. 3rd ed. [eBook] Available from: <https://www.printhebook.com> [Accessed 08 Dec. 2021].

Mason, D., Lewis, A. and Roberts, C. (2007), *Materials, process, print*. London: Laurence King.

Voelker, U. (2020), *Structuring Design: Grids in Theory and Practice*. Salenstein: Niggli.