

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Design Communication	<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Module code:</b>	ARDF230	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	
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<b>Cost Centre:</b>	GAAA	<b>JACS3 code:</b>	
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<b>Semester(s) in which to be offered:</b>	1	<b>With effect from:</b>	September 2016
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<b>School:</b>	Creative Arts	<b>Module Leader:</b>	Miranda Meilleur
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Scheduled learning and teaching hours	60 hrs
Guided independent study	140 hrs
Placement	<a href="#">Click here to enter hours.</a> hrs
<b>Module duration (total hours)</b>	200 hrs

<b>Programme(s) in which to be offered</b>	Core	Option
FdA Art and Design	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only  
 Initial approval June 16  
 APSC approval of modification *Enter date of approval*                      Version 1  
 Have any derogations received SQC approval?                      Yes  No

**Module Aims**

This module aims to further develop visual communications skills and focuses on the vital skills of visual research, the methods and processes used in generating ideas, conceptualising and composition. Formulating appropriate and effective design strategies and digital solutions to given briefs within a chosen pathway. Underpinning theoretical and practical work in other modules throughout level five.

- 1) To develop visual research skills, ideas and creative concepts that are presented in a visual form, how to resolve the various stages of the design process and to use appropriate design skills and materials in technically competent and imaginative ways.
- 2) To develop ideas sequentially appropriate to a range of design applications and media.
- 3) To stimulate imagination through intellectual challenges inherent in assignments.

**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

At the end of this module, students will be able to		Key Skills	
1	Identify and solve design and production problems	KS3	
		KS1	
		KS2	
2	Investigate, identify and apply appropriate media and techniques in response to design problems	KS3	
		KS6	
		KS4	
3	Demonstrate critical understanding of audience and design context	KS7	
		KS8	
4	Draw upon critical theory and research methodology within a chosen design discipline.	KS1	
		KS6	

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5	Demonstrate knowledge and experience in conceptualising and producing work for a given brief	KS1	
		KS3	

Transferable/key skills and other attributes

Students will develop:

- Argue alternative approaches and assess viability of design solutions.
- Apply cognitive learning to design and production and evaluate finished work.

Develop and manage an individual programme of work through chosen assignments

**Derogations**

None

**Assessment:**

This is essentially a practical module and will be assessed at regular intervals through a series of design assignments. Students will present a series of coherent design development sheets/models showing their progression of ideas and how they would be applied to a given problem via a variety of means leading to highly finished visuals or mock-ups. These design sheets/models should demonstrate the students' ability to communicate their design concepts clearly and how they would implement them effectively. They will be expected to show evidence of how they have used and integrated their experience gained during this module into other work during level five.

Assessment will also include visual research, technical production files and the presentation of supporting written material by the stated deadline.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-5	Coursework	100%		

**Learning and Teaching Strategies:**

This module will be taught through a series of practical design workshops and directed study in which students will undertake a number of design assignments. These will be supported with lectures and demonstrations.

**Syllabus outline:**

Visual research and design processes. Exploration and design development using visual research methodology. Resolving problems via the presentation and refinement of finished visuals. The acquisition of appropriate practical and critical skills that will form the underpinning of all future design assignments.

**Indicative Content:**

Production of explorative research and communication of concepts through the use of sketchbooks, design-sheets, photography, digital image capture, sequential design and thinking.

**Bibliography:**

**Essential reading**

Lupton, E (1996) *Design Writing Research: Writing on Graphic Design* Kiok/Princeton Architectural Press  
Tufte, Edward R. (1997) *Visual Explanations: Images and Quantities, Evidence and Narrative*, Graphics Press,

**Other indicative reading**

Crow, D. (2003) *Visible Signs: An Introduction to Semiotics*, AVA Publishing London,  
Darley, A. (2000) *Visual Digital Culture*, Routledge, London.

Kress, G. (2006) *Reading Images: The Grammar of Visual Design*, Routledge, London,  
LoBrutto, V. (2002) *The Filmmaker's Guide to Production Design*, Allworth Press, New York,  
McCloud, S. (2006) *Making Comics* HarperCollins New York,  
Zappaterra, Y. (2007) *Editorial Design*, Laurence King Publishers, London,

**Weblinks:**

<http://theofficeof.feltron.com/#254233/Time>  
<http://datavisualization.ch/>  
<http://www.dandad.org/>  
<http://www.ycnonline.com/>  
[http://www.istd.org.uk/flash\\_content/index.htm](http://www.istd.org.uk/flash_content/index.htm)  
<http://blog.eyemagazine.com/>  
<http://www.smashingmagazine.com/>  
<http://www.xs4all.nl/~maxb/ftf2000.htm>

**Periodicals**

*Eye*, Wordsearch Ltd  
*Digital Arts*, IDG Communications Ltd  
*Creative Review*, Centaur Communications  
*The Edge*, Future Publishing  
*Wired*, US