

**Module Code:** Print Media  
BAGD/TD/FA/FT08C  
BAPH08C  
FDPH08C

**Level:** 4

**Credit Value:** 15

**Pre-Requisites:**

### **Module Description**

This module is designed to introduce students to a range of current commercial print media, providing the knowledge, skills and visual language creating the foundations for its effective application.

Emphasis will be on exploring the creative potential of print media. This will be achieved through a combination of print workshop activity, and analysis of current commercial practice and theory. A portion of this material will be presented in the form of a paper-based document, designed using appropriate print media, image-based and textual-based software, supplemented with evidence of commercial print, print finishing, and paper options.

### **Learning Outcomes**

On successful completion of this module students will be able to:

1. Demonstrate competence in working with a range of print media and related processes.
2. Provide evidence of competent health & safety practice.
3. Record a range of visual and written research activity.
4. Use appropriate print media to create, select and develop ideas.

### **Indicative Content**

WEEKS 1/ 2

Graphic media Workshop.

Introduction to letterforms distribution of weight and balance. Analysis of positive and negative space.

Record observations: use of print technologies in, for example, packaging, signage, corporate identity, advertising, mailing, point of sale, various aspects of publishing etc. Record range of substrates used and their application and effectiveness

#### WEEK 3/4

Combination of illustration and type on printed page

Analysis of observed print media: colour and tone, scale and proportion, surface and texture, purpose and effectiveness, context and interaction.

Introduction to main project.

Review of work to date

#### WEEK 5

Image analysis: reading visual information

#### WEEK 6/7

typographic analysis: reading textual design

Design of grid structure to be used for documents and/or poster: grids, fields, modules.

Review of main project

Group tutorials.

#### WEEK 8

Main project group tutorials

#### WEEK 9

Main project group tutorials

Print media: contemporary and historical overview.

#### WEEK 10

Trip to printing company

Main project group tutorials

#### WEEK 11

Main project group tutorials

#### WEEK 12

Presentation techniques:

Practical work. Audio visual.

Peer review: display of work and oral evaluation by students of the group's work.

#### WEEK 13

Powerpoint presentations

#### WEEK 14

Mounting labeling and packing work for this module for assessment.

### **Learning & Teaching Strategies**

Technical Workshops

Tutorials

Independent Learning

Work Critiques

Peer Learning

Field Visit

Optional Supporting Practical Workshops (including Printmaking, Computing)

## **Assessment**

20% written and illustrated file

- Health and Safety
- Research into examples of print

80% material outcomes:

- Visual presentation techniques.
- Concept development and realisation
- Works showing development and solutions

## **Specific Learning Resources**

Design Studio

Printmaking workshop

Paper and bookbinding equipment

## **Bibliography**

### Highly Recommended

Pipes, Alan, (2001) *Production for Graphic Designers*. Laurence King, UK.

Jury, David, (2002). *About Face: reviving the rules of typography*. Rotovision, UK

### Recommended

Doney J, (2005) *Inclusive Design*, RNIB & ISTD

Casey, Dunlop, Selwood, (1997) *Culture as Commodity*, Policy Studies Institute, London.

Muller-Brockmann, J, (2004) *Grid systems in graphic design*. Konemann.