

**Module Code:**  
**BAGD01C**

Introduction to Graphic Design Processes

**Level:** 4

**Credit Value:** 30

**Pre-Requisites:** None

### **Module Description**

This module is designed to introduce students to essential art & design knowledge, skills and visual language which create the foundations for future research in their subject discipline.

The emphasis for graphic media students will be on analysing and presenting a visual interpretation of the thinking process as a narrative sequence utilising a wide range of materials and processes relating to graphic media and developing relevant craft skills in the process.

### **Learning Outcomes**

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

1. Demonstrate competence in working with a range of materials and processes.
2. Provide evidence of competent health & safety practice.
3. Record a range of visual and written research activity.
4. Use appropriate methodology to create, select and develop ideas.
5. Provide evidence of investigation of relevant contemporary and historical practitioners.

### **Indicative Content**

- Record observations: digital and film-based photography, audio, drawing, written notes and any other appropriate, exploratory means.
- Analysis of recorded observations using a range of graphic media: colour and tone, scale and proportion, surface and texture, purpose and effectiveness, context and interaction.
- Explore and develop potential of image/word interpretation.
- Participation in subject studio-specific workshops: paper-engineering, typography, advertising, picture editing.
- Supplementary research to support and enhance personal lines of enquiry.
- Application of structure to recorded observations: grids, fields, modules.
- Appropriate utilisation of computer software in the construction of a document including image and texts.
- The poster as information: contemporary and historical overview.
- Image and text editing.

- Awareness and practical applications of visual presentation issues.
- Peer assessment: display of work and oral evaluation by students of the group's work.
- Self assessment: analysis of personal management and progress during this module.

### **Learning & Teaching Strategies**

This module will be delivered through studio and workshop practice, demonstrations, lectures, seminars, tutorials and critiques.

### **Assessment**

Coursework including the following:

60% Research and Development

Critical appraisal of:

- Primary & secondary sources.
- Recorded observations.
- Aesthetic enquiry & interpretation.
- Visual analysis.
- Concept development & realization
- 2d/3d Technical Workshop Inductions.
- Health & safety regulations and practice.
- Contemporary practitioners.
- Visual & written research.
- Materials, techniques and processes.

40% material outcomes:

Critical appraisal of graphic media work:

- Visual presentation techniques.
- Working methodology.
- Works showing selection & development.

### **Specific Learning Resources**

Studios. Workshops. Lecture theatre. Seminar rooms. Learning resources may be expected to include websites, video, and gallery-based materials as well as library resources.

### **Bibliography**

Recommended

Fletcher A 1994 '**The Art of Looking sideways**' Phaidon UK

Mason D 2007, **Materials, Process, and Print**, Laurence King, UK  
Bergstrom B 2008 **Essentials of Visual Communication**, Laurence King UK  
Baines P, Haslam A **Type and Typography**, Laurence King UK  
Garland, K, 2004. **Illustrated graphics glossary**. Barrie and Jenkins, UK.  
Hollis, R, 2002. **Graphic design, a concise history**. Thames and Hudson, UK.

Studio modules are based upon an ongoing tutorial process, during which a varied range of references may be recommended according to the emerging direction of the students work.

### Background Reading

Periodicals: Selvedge, Another Magazine, Domus, Drapers, Vogue, Interiors, Crafts, Ceramic Review, Media Culture and Society, Art Review, Eye, Creative Review, Blueprint, I.D, Frieze, Time Out, Wallpaper, Photoworks, Portfolio, Printmaking Today, Screen

### Suggested Websites

[www.designcouncil.org.uk](http://www.designcouncil.org.uk)

[www.vam.ac.uk](http://www.vam.ac.uk)

[www.tate.org.uk](http://www.tate.org.uk)

[www.desingersnetwork.co.uk](http://www.desingersnetwork.co.uk)

[www.matweb.com](http://www.matweb.com)

<http://designinsite.dk>

[www.arborsmith.com](http://www.arborsmith.com)

[www.artangel.org.uk](http://www.artangel.org.uk)

[www.bioregional.com](http://www.bioregional.com)

[www.cabe.org.uk](http://www.cabe.org.uk)

[www.gallop.co.uk](http://www.gallop.co.uk)

[www.demi.org.uk](http://www.demi.org.uk)

[www.droogdesign.nl](http://www.droogdesign.nl)

[www.designwritingresearch.org](http://www.designwritingresearch.org)

[www.interaction-ivrea.it](http://www.interaction-ivrea.it)

[www.muf.co.uk](http://www.muf.co.uk)

### On-Line resources accessed through CILRISS (C.I. library WebPages):

Design and applied arts index (DAAI)

Infotrac

ADAM

Artifact