

Module Code:
BAGD03H

Professional Graphic Design Practice

Level: 6

Credit Value: 45

Pre-Requisites: Refinement of Graphic Design Processes.
Confirmation of Graphic Design Practice

Module Description

This module synthesizes the learning on the programme and represents a major body of work for exhibition and assessment.

The emphasis for graphic media students will be on establishing a clear relationship between personal ambition and the production of a body of work which fully demonstrates both the students' creative potential and technical skills in order that those ambitions can be realised.

Learning Outcomes

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

1. Produce a body of work commensurate with professional standards in their chosen specialism.
2. Demonstrate sustained visual research and conceptual development.
3. Demonstrate detailed and imaginative investigation of a chosen theme or context.
4. Demonstrate analytical and critical judgement in the development of a body of visual work.
5. Present and contextualise their work in an appropriate and professional manner.

Indicative Content

- Provide a written proposal of approximately 500 words plus a schedule outlining personal aims for this module in the context of career aims.
- Liaison with relevant professional/environmental bodies.
- Evidence of personal enquiry through related documented research and the development of visual/linguistic concepts.
- Employment of professional, structured working practices in conjunction to a personal schedule.
- Communicate concepts and their development to peer group using standard audio/visual technologies.
- Development of craft-based processes and/or technologies in the

- pursuit of a personal communicative visual/textual language.
- 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, seminars, tutorials and critiques. It will also include visits to external companies, agencies, institutions and exhibitions.

Assessment

100% Course work including:

Written and illustrated file:

- Strategic plan.
- Contemporary precedents.
- Personal practice proposal and its context.
- Promotional material.
- Costing.
- Exhibition proposal.

A Graphic Media presentation.

A critical appraisal of an exhibition of:

- Creative, visual, practical, aesthetic, evaluative and contextual engagement with professional practice.

Specific Learning Resources

Studios. Workshops.

Learning resources may be expected to include websites, video, and gallery based materials as well as library resources.

Bibliography

Highly Recommended

Shaunessy A, 2005. *New How to be a graphic designer without losing your soul*, Lawrence King.

Tufte, E R, 2003. *Visual explanations: images and quantities, evidence and narrative*. Graphics Press, Connecticut.

Tufte, Edward. (2006) *Beautiful Evidence*. Connecticut: Graphics Press

Tufte, Edward. (1990) *Envisioning Information*. Connecticut: Graphics Press

Tufte, Edward. (2001) *The Visual Display of Quantitative Information*. Connecticut: Graphics Press
Tufte, Edward. (1997) *Visual Explanations*. Connecticut: Graphics Press
Parr, Martin and Badger, Gary. (2004) *The Photobook: A History, volume 1*. London: Phaidon
Parr, Martin and Badger, Gary. (2006) *The Photobook: A History, volume 2*. London: Phaidon
Barthes, Roland. (1993) *Camera Lucida: Reflections on Photography*. London: Vintage Books
Barthes, Roland. (1998) *The Semiotic Challenge*. Berkeley: Uni. California Press
Noble, Ian. Bestley, Russell. (2005) *Visual research: An introduction to Research Methodologies in Graphic Design*. Switzerland: ava
Scott, Clive. (1999) *The Spoken Image: Photography and Language*. London: Reaktion Books
Sontag, Susan. (1971) *On Photography*. London: Penguin Books

This level 3 module is 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.

Recommended

Aynsley, J, 2001. *A century of graphic design*. Lawrence King, UK.
Poynor, R, 2003. *No more rules: graphic design and Postmodernism*. Lawrence King, UK.

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