

**Module Code:**  
**BAGD01H**

Refinement of Graphic Design Processes

**Level:** 6

**Credit Value:** 30

**Pre-Requisites:** Development of Graphic Design Processes

### **Module Description**

This module encourages students to generate new and innovative approaches to self generated or externally set ideas, concepts and proposals. It is an opportunity to refine their personal visual language and practical skills.

The emphasis for graphic media students will be professional standards, in studio practice and presentation. National competitions where briefs are set by professional bodies will be entered and/or live briefs will be accepted from organisations outside this institute.

### **Learning Outcomes**

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

1. Question conventional viewpoints and apply creative thinking to current issues and/or problems in art and design.
2. Produce a range of possible and appropriate outcomes for consideration and evaluation.
3. Select, develop and substantiate ideas to outcomes consistent with a personal perspective to their work.
4. Communicate ideas and concepts to a professional standard.

### **Indicative Content**

- Primary and secondary research material: visits, meetings, websites, books, magazines, journals.
- Comprehensive evidence of exploratory thinking: reference material, work of others, photographic documentation, historic cultural/political/stylistic/ technological reference points.
- Manipulation and creative application of edited reference and research material recorded in sketchbook.
- Interpretation and presentation of factual information: formality and predictability, authority and standardisation.
- Mapping of documents: scale, colour, use of space, pace, rhythm, juxtaposition.
- Legibility and readability and typographic arrangement.
- Prepare and write a full print production specification.

- Prepare and write a full typographic specification including grids.
- Construct model/dummy using appropriate papers, boards, binding, adhesives applying construction techniques commiserate to commercial print-finishing processes.
- Rationale describing the thought process underpinning the design solution.
- 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. It will also include visits to external companies, agencies, institutions and exhibitions.

### **Assessment**

- 100% coursework.  
A critical appraisal of graphic media works:
- Personal visual research.
  - Recorded observations.
  - Image manipulation.
  - Supplementary research and interpretation.
  - Design structures.
  - Works showing concepts and spatial placement.

### **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

Roberts, L; 2004; **The designer and the grid**, Rotovision  
Baldwin, J; Roberts, L; **Visual communication: from theory to practice**,  
Ava Publishing, 2004  
Lupton, E; **Thinking with type**, Princeton Architectural Press, 2004.

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.

### 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