

Module Code: Graphic Media Specialist Project
FYGD050

Level: 0

Credit Value: 30

Pre-Requisites:

Module Description

This module is designed to underpin the development of future graphic media practice through visual and contextual research into a negotiated project. Students will confirm their choice of specialism and bring together their knowledge, skills and understanding to carry out a major project. Students will be encouraged to develop their own creativity and independent learning.

Emphasis will be on establishing a clear understanding of the implications of mass communication within a professional context upon emerging personal practice.

Learning Outcomes

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

1. Research and negotiate a project brief.
2. Pursue independent theoretical and practical enquiry into a theme.
3. Create, develop and realise a final outcome within the time available.
4. Select, organise and display work in a professional manner.
5. Evaluate their working methods and outcomes.

Indicative Content

- Choose an aspect of a given brief and organise an appropriate plan of action.
- Explore personal interests and aspirations within the context of a given brief.
- Record research, practical progress and thought processes using annotated photographs, illustrations, type and any other appropriate materials in sketchbooks.
- Explore the creative potential of materials and processes with an aim to clarifying and/or highlighting the communication requirements of given information.
- Follow safe workshop and studio working practice.
- Using a range of primary and secondary source material.
- Create a model that accurately describes its manufactured equivalent.
- Ensure that all aspects of the design process, its investigation, application and resolution, combine to communicate the whole working process leading up to, and including, the solution.
- Using craft skills, digital technology or a combination of both, provide an outcome which effectively communicates an intended message.
- Selecting, organising and presentation of work in a professional

manner.

- Making a supporting statement, e.g. written and illustrated, audiovisual.
- Evaluating working methods and outcomes.
- Review outcomes, identify strengths and those areas where additional development and improvement can be made.

Learning & Teaching Strategies

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

Assessment

40% research and development

60% Final outcome

Specific Learning Resources

Studios, workshops, lecture theatre, seminar rooms. Learning resources may be expected to include websites, video, and informational/promotional printed matter related to paper agents and manufacturers, printers, specialist print-finishers and professional design companies or departments as well as library resources.

Bibliography

Highly Recommended

Newark, Q 2004. *What is Graphic Design?*, Rotovision

Jury, D.2006. *What is Typography?*, Rotovision

Recommended

Roberts,L. and Thrift, J. 2002. *The Designer and the Grid*, Rotovision

Jury, D. 2005 *About Face, Reviving the rules of typography*, Rotovision

Background Reading

Pipes, A. (fourth ed) 2005. *Production for graphic designers*, Laurence King,

Garland, K. 2005. *Graphics Glossary*, Barrie & Jenkins.

Magazines: Eye, Baseline, TypoGraphic