

BA (Hons) Graphic Design Yr. 1

Module Title:	Introduction to Graphic Design Processes
Module Code:	BAGD01C
Level:	4
Credits:	30
Overall Teaching and Learning hours:	300

Module Description:

Introduction to Graphic Design Processes is a studio and workshop based module. It is comprised of practical workshops and studio activity that are designed to introduce you to the essential skills, techniques, processes and visual language that will create the foundations for further research and exploration in Graphic Design practice.

Together with other workshop-based and contextual studies modules it is intended to support your ambition to become a specialist in the practice of Graphic Design. Within this context, and in relation to historical and contemporary practice in your subject, you will be encouraged to develop your own creative identity and working methodologies.

Indicative Content:

- Introduction to Graphic Design processes: The module explained.
- *Personal Identity Icon*: Project briefing & research workshop.
- Roundhead and Cavalier Lecture
- Complete *Personal Identity Icon* brief
- Task for the following week: Research and develop Brief 01
- VL: *What and Where is Graphic Design Now?*
- London trip.
- Introduction into Graphic Design Software
- Introduction into traditional Print
- Module Review Tutorials / Independent studio practice
- **Lecture:** Type and Hierarchy
- VL Workshop: Analogue/Digital Poster design
- Finalisation of ideas (Preparing files for print)
- Group Critique/Considerations prior to submission

Learning and Teaching Methods:

This module will be delivered through the following teaching and learning methods:

- Tutor and Student Presentations
- Demonstrations and practical workshops
- Independent Studio working based on set briefs and student proposals
- Group and personal visits to relevant exhibitions and events.
- Individual and group tutorials and critiques, with staff and peer groups
- Guided and self-directed research and contextual study
- Reflective evaluation of your own development

Specific Learning Resources:

The Graphic Design Studio spaces and other Resource Workshops will be heavily utilised for this module. You may also typically be using other resources, such as the Moodle VLE, Space, Library and TLR (technical Learning Resources).

Module Specifications: UCC School of Art

Module Learning Outcomes

Subject Specific Learning Outcomes

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

LO 1	Demonstrate practical and exploratory research in a range of materials, processes and techniques.
LO 2	Employ relevant art and design terminology in order to communicate ideas and observations.
LO 3	Select and discuss the work of relevant historical and contemporary practitioners.
LO 4	Produce completed artwork based upon associated research and development material.
LO 5	Demonstrate awareness of Health and Safety practice.

Assessment Title or element	Weighting (%)
Presentation <ul style="list-style-type: none">A 10 minute Audio Visual peer group presentation outlining the development of your research to date.	10%
Research and Development Sketch/Ideas books, to include: <ul style="list-style-type: none">Primary & secondary visual exploration and research material (e.g. drawings, photographs, print, digital imaging).Written observation and analysis on the development of design work. Practical Research Material, to include: <ul style="list-style-type: none">Design roughs, models or package designs where relevant. Contextual Research Material, to include: <ul style="list-style-type: none">Evidence of Health and Safety in Technical Workshop Inductions (H&S passport).Written reflection and analysis of contemporary and historical of graphic design practice.Analysis of related texts or reading that has supported your work.	50%
Material Outcomes <ul style="list-style-type: none">A 200-word statement to support your studio exhibition (Word processed).Selected exhibition in studio space of research-based final design outcomes.500 Word Critical Self-appraisal (template on HE Student Portal)	40%