

BA (Hons) Graphic Design Yr. 3

Module Title:	Refinement of Graphic Design Processes
Module Code:	BAGD01H
Level:	6
Credits:	30
Overall Teaching and Learning hours:	300 hours

Module Description:

Refinement of Graphic Design Processes is a practice-based, Level 6 module that requires you to fully engage in the independent development and production -of creative solutions to external briefs or self-initiated project proposals.

You will need to undertake a critical, contextual and practical examination of your work in relation to concepts and theories that are relevant to your discipline and practice. You will do this through rigorous and systematic self-directed research and exploration, using established techniques of analysis and enquiry. This will include ambitious developments in your practice and a willingness to take risks and embrace challenges.

You should produce a body of work that both technically and conceptually demonstrates your ability to produce ambitious and challenging work to a professional standard, underpinned by rigorous research and development. It should also demonstrate your ability to create a synthesis between your ideas and concepts and the materials, processes and forms you have employed.

The work you undertake and produce for this module may also serve as a precursor to the work you will produce for your Final Major project.

Indicative Content:

- 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 designed book.
- 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.
- How to prepare and write a full production specification.
- How to write a full typographic specification including grids.
- Construction and modelling: appropriate papers, boards, bindings, and so on.
- Applying construction techniques commiserate to commercial print-finishing processes.
- Peer assessment.
- Self-assessment: analysis of personal management and progress during the module.

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 Resource workshops will be used for this module. You may also be using other resources, such as the Moodle VLE, the Fine Art Project 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	Independently develop concepts, ideas and themes for theoretical and practical investigation.
LO 2	Demonstrate sustained and independent, reflective and investigative visual and theoretical research.
LO 3	Demonstrate a reflective and independent, practical investigation of materials, techniques and processes in relation to ideas and concepts.
LO 4	Demonstrate skill and ambition in selecting and experimenting with materials, techniques and processes.
LO 5	Produce a body of work in relation to your specialism that creates an effective synthesis between concepts and practical outcomes to a professional standard.

Assessment Title or element	Weighting (%)
<p>Material Outcomes</p> <p>Sketch/Ideas books including:</p> <ul style="list-style-type: none">• Evidence of focused and independent visual exploration in a wide variety of means, showing the development of ideas in relation to project proposals.• Documentary and written evidence of critical judgment applied to the selection of media, materials, forms and processes.• Documentary evidence of contextualisation of your work in relation to appropriate theoretical models and practice in your field. <p>Practical Research Material including:</p> <ul style="list-style-type: none">• Design roughs, models or package designs relevant to brief or project exploration. <p>Contextual Research Material including:</p> <ul style="list-style-type: none">• Evidence of research on historical & contemporary supporting material relevant to your practice.• Written contextualization and comparative analysis in relation to your own work and ideas.• Written contextualization in relation to Contemporary practice in your field. <p>Resolved Outcomes:</p> <ul style="list-style-type: none">• Refined design work that creates a synthesis between selected ideas, media, materials, processes and forms.• 1000 Word Critical Self-appraisal (template on HE Student Portal).	100%