

## **BA (Hons) Graphic Design Yr. 2**

<b>Module Title:</b>	<b>Development of Graphic Design Processes</b>
<b>Module Code:</b>	BAGD011
<b>Level:</b>	5
<b>Credits:</b>	30
<b>Overall Teaching and Learning hours:</b>	300

### **Module Description:**

*Development of Graphic Design Processes* is a practice-based module that builds upon the knowledge and skills attained at level 4. It provides an opportunity for you to broaden the practical and conceptual scope of your work, and to further develop and refine your individual interests and ambitions.

You are required to engage with more in-depth visual and conceptual exploration and experimentation and document more detailed analytical and evaluative research that considers your work within an appropriate contextual framework.

As with previous studio-based modules, this one will culminate with the production and submission of resolved practical work, supported by your primary and secondary research material, but at a more sophisticated and refined level that demonstrates a greater degree of independent engagement and a willingness to take risks and be ambitious in your endeavours.

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### **Indicative Content:**

- Lecture: Logotypes *Knowledge Gateway Branding*
  - VL Lecture/workshop on Branding
  - London Trip to Somerset House and Tate: Record the visit using drawing, photography, written notes.
  - Gallery exhibition – Exhibition prep with curator
  - Workshop on Event Listings/Broadsheets
  - Group Critiques / Module Reviews
  - Workshop: Poster layout and information design
  - Workshop: Typographic Hierarchies
  - Workshop: Formats, materials, substrates, paper engineering
  - Group Tutorials/ Independent Studio practice
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### **Learning and Teaching Methods:**

This module will be delivered through a range of 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
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### **Specific Learning Resources:**

The Graphic Design Studio spaces and Resource workshops will be heavily utilised 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	Produce and explore ideas and concepts through appropriate application of art and design methodologies, techniques and processes.
LO 2	Apply appropriate problem-solving techniques to identified practical and theoretical concerns.
LO 3	Make critical judgments and selections in relation to ideas and concepts.
LO 4	Produce resolved practical outcomes to a professional standard.
LO 5	Demonstrate critical understanding of their work in relation to contemporary and historical practice.

Assessment Title or element	Weighting (%)
<p><b>Research and Development</b></p> <p><b>Sketch/Ideas books including:</b></p> <ul style="list-style-type: none"><li>• Drawing and other forms of image creation and visual exploration, using primary and secondary sources, showing the development of ideas in relation to specified design briefs.</li><li>• Written observation, reflection and analysis of research outcomes employing appropriate subject terminology.</li><li>• Documentary evidence of critical judgment and selective processes.</li></ul> <p><b>Practical Research Material including:</b></p> <ul style="list-style-type: none"><li>• Design roughs, models or package designs where relevant.</li></ul> <p><b>Contextual Research Material including:</b></p> <ul style="list-style-type: none"><li>• Historical &amp; contemporary supporting material including comparative analysis with your own work and ideas</li></ul>	<b>40%</b>
<p><b>Material Outcomes:</b></p> <ul style="list-style-type: none"><li>• Professionally presented portfolio of design work based on a refinement of ideas, topics or themes explored through developmental work.</li><li>• <i>1000 Word Critical Self-appraisal (template on HE Student Portal)</i></li></ul>	<b>60%</b>