

## BA (Hons) Graphic Design Yr. 1

<b>Module Title:</b>	<b>Exploration of Graphic Design Practice</b>
<b>Module Code:</b>	BAGD03C
<b>Level:</b>	4
<b>Credits:</b>	30
<b>Overall Teaching and Learning hours:</b>	300

### Module Description:

*Exploration of Graphic Design Practice* builds on the work produced for the previous module, providing the opportunity to apply your skills and knowledge to the production of a sustained body of research and resolved design work and to explore your own emerging interests in greater depth.

You are encouraged to:

- define an individual line of enquiry in relation to a brief or theme
- engage in structured investigative and exploratory research
- select and produce resolved practical outcomes within the context of a specific field of practice.

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### Indicative Content:

- Group Seminar: Introduce and discuss module guide.
- Conceptual workshop with predetermined materials.
- *Overseas Educational Trip*
- VL Lecture: Contemporary GD.
- Workshop: who am I designing for?
- Student Presentations
- London Design Studio visit.
- Supported/Independent studio practice
- Module Reviews / Tutorials
- Group discussion: Contextualisation your Ideas (on briefs 02/03)
- Supported/Independent studio practice
- Finalisation of ideas (Preparing files for print)

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### 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

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### Specific Learning Resources:

The Graphic Design Studio and other Resource Workshops will be heavily utilised for this module. You may also typically 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	Generate and develop a range of ideas in response to a specific brief, theme or idea.
LO 2	Communicate ideas and concepts employing relevant art and design terminology.
LO 3	Select and compare the work of relevant historical and contemporary practitioners in relation to your own work.
LO 4	Produce resolved artwork based upon associated research and development material.
LO 5	Evidence competent Health and Safety 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 design ideas in relation to a specified brief.</li><li>• Written analysis of your own research and development and other relevant artists or designers work.</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>• Health and safety regulations and practice (records of technical workshop activities and inductions).</li><li>• Written analysis and reflection that demonstrates understanding of the work of contemporary &amp; historic Graphic Designers.</li><li>• Analysis of related texts or reading that has supported your work development</li></ul>	<b>50%</b>
<p><b>Material Outcomes</b></p> <ul style="list-style-type: none"><li>• Portfolio of design outcomes based on design concepts.</li><li>• A 200-word artist statement to support your studio exhibition (Word processed)</li><li>• Visual Presentation of a professional portfolio of design concepts.</li><li>• 500 Word Critical Self-appraisal (template on HE Student Portal)</li></ul>	<b>50%</b>