

BA (Hons) Graphic Design Yr. 3

Module Title:	Professional Graphic Design Practice
Module Code:	BAGD03H
Level:	6
Credits:	30
Overall Teaching and Learning hours:	300 hours

Module Description:

The *Professional Graphic Design Practice* module requires you to produce a major body of work for assessment and public exhibition or presentation that represents the culmination and synthesis of your current learning, understanding, knowledge and skills.

Critical analysis and reflection on the work produced for the *Refinement* module should be the springboard for consolidating and extending the conceptual sophistication and synthesis of your work. This should result in a rigorous, resolved, independently produced and substantial body of work that is ambitious, refined and conceptually synthesized and to an appropriate professional standard. Experimentation, taking risks and striving to be innovative should also characterize the overall approach to the development of your work.

At the end of the module, as part of the submission for the *Professional Development Planning* module you will also apply professional standards of preparation and presentation to the public exhibition or presentation of your work to a level that is suitable for display either on campus or in external venues.

Indicative Content:

- FMP proposal: personal aims in the context of career aims.
 - Liaising with relevant professional/environmental bodies.
 - Personal enquiry through documented research.
 - The development of visual/linguistic concepts.
 - Employing professional, structured working practices.
 - Presentations: Communicating concepts and their development.
 - Showcasing the FMP. Producing a 5 minute film.
 - Craft-based processes and technologies in the pursuit of a personal communicative visual/textual language.
 - Peer assessment: oral feedback and evaluation.
 - Self-assessment: analysis of personal management and progress.
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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 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	Demonstrate a detailed, imaginative and innovative investigation of an identified theme or context.
LO 2	Demonstrate skill, ambition and experimentation in the selection and application of materials techniques and processes.
LO 3	Demonstrate sophisticated contextualisation of your work in relation to relevant theoretical principles and contemporary Graphic Design practices.
LO 4	Produce conceptually synthesised, refined and ambitious work to an appropriate professional standard.
LO 5	Apply analytical and critical judgement to the evaluation of your creative practice.

Assessment Title or element	Weighting (%)
<p>Material Outcomes, to include:</p> <p>Sketch/Ideas books including:</p> <ul style="list-style-type: none">• Documentary and written evidence of critical judgment applied to the selection of media, materials, forms and processes.• Documentary evidence of contextualization 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 proposals. <p>Contextual Research Material including:</p> <ul style="list-style-type: none">• Written contextualization and comparative analysis in relation to your own work and ideas.• Written contextualization in relation to Contemporary practice in your field. <p>Material Outcomes:</p> <ul style="list-style-type: none">• Professionally exhibited display of refined design work, based on a synthesis between the selected ideas, media, materials, processes and forms.• 1000 Word Critical Self-appraisal (template on HE Student Portal)	100%