

BA (Hons) Graphic Design Yr. 2

Module Title:	Investigation of Graphic Design Practice
Module Code:	BAGD03I
Level:	5
Credits:	30
Overall Teaching and Learning hours:	300

Module Description:

Investigation of Graphic Design Practice encourages you to reflect upon your learning experience during previous modules and apply the outcomes of that reflection to new projects or the further development of ongoing work.

Through focused, considered and ambitious engagement you are required to extend the breadth and depth of your theoretical and practical enquiry. This should result in the identification and exploration of intellectual, aesthetic and technical considerations and respond to contemporary concerns and contexts relevant to your discipline.

The final outcome will be a refined body of practical work that demonstrates the development of a personal direction in your discipline that is fully supported by primary and secondary research material.

Indicative Content:

- Assessment feedback tutorials
- Workshop – Conceptual thinking.
- Group discussions – Generating research ideas.
- PDP Workshop on areas of GD practice.
- Cataloguing Workshop.
- VL Workshop on collections and archives.
- Group Critiques.
- Module Reviews / Independent Studio Practice.
- Design Workshop with objects and sketchbook.
- Educational visit: E.g. PICK ME UP' Graphics Arts Fair
- Workshop - Finalising outcomes.
- *Workshop* Mounting/Refinement/cutting/printing.

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.

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	Develop and refine an independent response to an assignment or brief.
LO 2	Apply practical and theoretical knowledge and skills to the development of project work and demonstrate good Health and Safety practice.
LO 3	Apply critical and reflective thinking to the analysis of your work.
LO 4	Contextualise work produced in relation to historical and contemporary practice.
LO 5	Produce refined project outcomes to a professional standard.

Assessment Title or element	Weighting (%)
<p>Research and Development:</p> <p>Sketch/Ideas books including:</p> <ul style="list-style-type: none">• Drawing and other forms of image creation and visual exploration, using primary and secondary sources, showing the development of ideas in relation to project proposals.• Written observation and analysis of research outcomes employing appropriate subject terminology and demonstrating critical and reflective thinking. <p>Practical Research Material including:</p> <ul style="list-style-type: none">• Design roughs, models or package designs where relevant. <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.• Relevant H&S and Risk Assessment Documents.	30%
<p>Material Outcomes:</p> <ul style="list-style-type: none">• Professionally presented portfolio of resolved design work based on a refinement of ideas, topics or themes explored through developmental work.• 1000 Word Critical Self-appraisal (template on HE Student Portal)	70%