

BA (Hons) Graphic Design Yr. 2

Module Title:	Developmental Research
Module Code:	BAGD04I
Level:	5
Credits:	15
Overall Teaching and Learning hours:	150

Module Description:

The Developmental Research module builds upon the broad overview of art and design practice introduced in the Critical and Contextual Studies module at Level 4. Through lectures, seminars, tutorials and independent study you will further examine the relationship between art, craft and design practice and theory and develop a deeper knowledge and understanding of traditional and contemporary theories of art. Within that context of current and historical debate, you should also consider the intellectual framing of your own work in order to further develop the critical and theoretical underpinning of your practice.

Indicative Content:

- Module content and expectations.
- Oh no, not another essay: Oh yes, but this time you have more room to play with.
- Presentation techniques: Plan, Prepare, Practice.....*Project*.
- Dissertation colloquium (with Level 6 students).
- **Lecture Series, e.g.**
- The Politics of Looking
- The Society of the Spectacle
- Textiles, Textile Design and their histories
- Environmental practice and globalization
- Designer-Citizens: Graphic Design and Social Responsibility

Learning and Teaching Methods:

This module will be delivered through the following teaching and learning methods:

- Lectures
- Seminars
- Tutor and Student Presentations
- 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:

Seminar Rooms/ Lecture Theatre/ VLE (Moodle) / LRC

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	Effectively employ a variety of sources and research methods to critically investigate art and design practices and concepts.
LO 2	Identify relevant cultural and professional contexts and subjects for self-directed research in relation to your own, or other art or design practice.
LO 3	Present evidence of self-directed research and critical reflection in an essay that articulates key concepts and conclusions and conforms to appropriate academic standards.
LO 4	Prepare and deliver a well-structured presentation and effectively communicate to an audience through appropriate forms of verbal and non-verbal communication.

Assessment Title or element	Weighting (%)
Audio/visual presentation: A 10-minute A/V Presentation delivered to a peer group supported by relevant visual material, to include: <ul style="list-style-type: none">• An overview of your practice and the ideas that underpin it.• Evidence of how you have considered your work within the context of relevant historical and contemporary ethical, theoretical, or philosophical debates.	40%
Illustrated essay or Report: 3,000-word document on a negotiated subject that conforms to appropriate academic standards, based on one of the modes of submission outlined below and to include evidence of: <ul style="list-style-type: none">• Effective and detailed research from a variety of sources.• Ability to apply independent critical analysis and evaluation.• Ability to produce written work to appropriate academic standards, including referencing and bibliography	60%
Modes of submission for the Illustrated essay/report.	
Essay – based on your particular area of study, you might take a theoretical or historical subject, a particular artist or an aspect of visual culture and use a writing style and approach that corresponds to the requirements of an academic paper. A typical approach would be based on reading and understanding secondary and primary texts on your subject and, if appropriate, visual analysis of art, design or other cultural artefacts.	
Industry report – You may wish to prepare a report on a particular aspect of the industry or area of professional practice your studies relate to, and this could be submitted as an industry report. For example, you might produce a report on advertising techniques in relation to Social Media platforms; the ethics of 'fast fashion', or surviving as a self-employed artist or designer (this could relate specifically to the region you are based in). In addition to books and websites, your research material might also include trade journals, interviews, financial reports and marketing data.	
Technical report - A technical report can be based on processes, techniques or materials that you have used in your studio practice, or on ones that you would like to know more about or introduce. The report should demonstrate your technical knowledge and awareness, but also describe, document and analyse the results of your testing and experimentation and the rationale behind it. Typical topics might be working with casting materials; acid-free etching; natural dyeing methods; digital technologies; lighting techniques and so on. It is also normal practice for a report of this kind to include a review and analysis of current and historical practices using the techniques or materials in question.	