Module Code: BAGD03C	Investigation of Graphic Design Practice

Level: | 4 |

Credit Value: | 30 |

Pre-Requisites: | None |

Module Description

This module enables students to investigate a brief in order to explore their potential as artists or designers in greater depth. This module concentrates on the development, the resolution of technical details and the production and presentation of the final outcome.

For graphic media students this module will consist of a structured series of workshops, lectures and demonstrations.

Students will be asked to research specified aspects of their subject in order to expand their knowledge and experience of various genres and their social/political context. A selected portion of this material will be presented in the form of a broadsheet or similar, designed using appropriate image-based and textual-based software and supplemented with evidence of commercial print and paper options.

Learning Outcomes

On successful completion of this module students will be able to:
1. Produce evidence of a range of visual and written investigations of a brief.
2. Demonstrate knowledge of materials, processes, techniques, systems and the terminology used in the technology of the relevant discipline.
3. Demonstrate awareness of a wide range of contexts within which art and design is conceived, produced and consumed.
4. Analyse findings and communicate these effectively.

Indicative Content

- The conventions of reading and their influence upon typography.
- Hierarchical theory and practice in textual matter.

- The broadsheet: Contemporary and historical overview.
- Reading and interpreting images.
- Commercial print processes: lithography: four colour process and four colour process. Also, serigraphy, flexography and print combinations.
- Computer technology: image manipulation and resolution issues.
- Computer technology: importing scanned and/or digital images to a text-based software document.
- Computer technology: building a document and incorporating a grid.
- Utilisation of narrative codes and signals and the forms these might take.
- Visual presentation techniques: cutting, trimming and mounting of work. Safe use and applications of adhesives.
- Peer assessment: display of work and oral evaluation by students of the group's work.
- Self-assessment: analysis of personal management and progress during this module.

Learning & Teaching Strategies

This module will be delivered through studio and workshop practice, demonstrations, lectures, seminars, tutorials and critiques.

Assessment

Coursework including the following;
 20% illustrated file:

50% research and development
 Critical appraisal of:
- Recorded observations.
- Applying structure to recorded observations.
- Analysis of primary and secondary source.
- Concept development.
- Visual and contextual analysis of contemporary artefacts and communications.
- The nature and use of others practice.
- Technical terminology.
- Evaluation.
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50% material outcomes:
Critical appraisal of graphic media work::
- Idea to making/ making ideas.
- Materials, processes and techniques.
- Technical and conceptual relationships.
- Visual product analysis.

- Realisation.
- Visual presentation.

Specific Learning Resources

Studios. Workshops. Lecture theatre. Seminar rooms.
Learning resources may be expected to include websites, video, and gallery based materials as well as library resources.

Bibliography

Highly Recommended

Poynor, R, 2003. **No more rules: graphic design and Postmodernism**. Lawrence King, UK.
Jury, D, 2004, **About Face: reviving the rules of typography**. Rotovision, Bierut M, Drenttel W, Heller S, Holland DK 2000, Looking Closer, Allworth Press
Pentagram, Ideas on Design 2002 Faber and Garland, K, 2004. **Illustrated graphics glossary**. Barrie and Jenkins, UK.
Hollis, R, 2002. **Graphic design, a concise history**. Thames and Hudson, UK

Recommended

Casey, Dunlop, Selwood, 1997, **Culture as Commodity,** Policy Studies Institute, London.
Thackara (ed), John; 1988; **Design After Modernism**; Thames and Hudson
Muller-Brockmann, J, 2004. **Grid systems in graphic design**. Konemann.

Studio modules are based upon an ongoing tutorial process, during which a varied range of references may be recommended according to the emerging direction of the students work.

Background Reading

Periodicals: Selvedge, Another Magazine, Domus, Drapers, Vogue, Interiors, Crafts, Ceramic Review, Media Culture and Society, Art Review, Eye, Creative Review, Blueprint, I.D, Frieze, Time Out, Wallpaper, Photoworks, Portfolio, Printmaking Today, Screen