

Module Code: **Graphic Media Development.**
FYGD040

Level: 0

Credit Value: 30

Pre-Requisites:

Module Description

This module is designed to enable students to select from a range of graphic media, materials and processes of both a traditional and more unconventional nature, in order to develop their practical skills in conjunction with their personal development and emerging specialist interests within this subject. Students will begin to concentrate in more depth on a particular medium in order to recognise the intrinsic formal qualities of different media as essential elements in visual mass communication in conjunction with personal expression of intent.

Students will be encouraged to investigate the work of relevant contemporary and historical graphic media practitioners working within their chosen field of activity.

Learning Outcomes

On successful completion of this module students will be able to:

1. Carry out wide ranging theoretical and practical investigation into traditional and unusual media, materials and processes.
2. Analyse, identify and present the potential and limitations of media for creating ideas and developing solutions.
3. Investigate the work of a range of practitioners who have worked in related media or fields of activity.
4. Understand and exploit the potential and limitations of selected media and materials in their own work.

Indicative Content

- Print, photographic and digital workshop practice, graphic studio practice and external sourcing.
- Utilising a range of graphic media, studio-based equipment and technologies safely and applying appropriate techniques and processes.
- Application of appropriate print and digital-based research techniques to developing concepts and graphic media practice.
- Developing graphic media skills in selecting and applying media processes appropriate to stated intentions.
- Developing a personal methodology in the use and application of craft-based skills and knowledge through the use of both traditional and digital technologies.
- Recording thought processes and practical preparatory work through sketchbook work e.g. found and observed material, investigations, visualising and organisation of information.
- The development of visual language including word and text, to

communicate required intentions and/or findings.

- Develop creative thinking and creative use of media and processes by exploring a range of concepts and alternative contexts.
- Using activities to facilitate the recognition of the unfamiliar in the creative process.
- Exploring a medium of choice beyond the familiar to bring a creative solution to a given communication problem.

Learning & Teaching Strategies

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

Assessment

50% research and development

50% Visual work in a range of media.

Specific Learning Resources

Studios, workshops, lecture theatre, seminar rooms. Learning resources may be expected to include websites, digital and paper-based media, visiting museum and gallery exhibitions as well as library resources.

Bibliography

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Recommended

Fletcher A 1994 **'The Art of Looking sideways'** Phaidon UK

Mason D 2007, **Materials, Process, and Print**, Laurence King, UK

Bergstrom B 2008 **Essentials of Visual Communication**, Laurence King UK

Baines P, Haslam A **Type and Typography**, Laurence King UK

Garland, K, 2004. **Illustrated graphics glossary**. Barrie and Jenkins, UK.

Hollis, R, 2002. **Graphic design, a concise history**. Thames and Hudson, UK.

Charlotte and Peter Fiell. **Graphic design in the 21st century**, Taschen