

Module Title Core Design Studies	Reference AA1008 SCQF SCQF Level 7 SCQF Points 30 ECTS Points 15 Created May 2002 Approved June 2002 Amended August 2012 Version No. 4
Keywords Communication Design, Fashion, Textiles, Three Dimensional Design, Research, Investigation, Context.	

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

The Successful completion of AA1005: Introduction to Creative Principles & Methods

These projects will be supported by practical workshop experience and technical demonstrations. As well as this they will continue to develop your critical and analytical skills and inform your contextual awareness.

The module will also provide students with the opportunity to explore given themes within more specific subject areas. Students will be expected to utilise and integrate skills

Corequisite Modules

AA1001 - Drawing & Visualisation 1
AA1009 - Critical & Contextual Studies
AA1005 - Introduction to Creative Principles & Methods

previously developed, including Drawing & Visualisation, knowledge of materials, processes and technologies and contextual understanding relevant to that subject. Key to this is engaging in exhibition and studio visits both nationally and internationally where appropriate and a Study Trip is available to facilitate this.

Indicative Student Workload

Precluded Modules

<i>Contact Hours</i>	Full Time
Assessment	15
Lectures/Seminars	15

None.	Studio	130
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Aims of Module

To provide a series of challenging experiences that will stimulate you to further explore the broad concepts, practices and philosophies associated with the study of Design.

To provide you with an understanding of and to develop skills in, methods and processes relevant to study in Design. Simultaneously, to develop skills associated with the critical reading of images and objects in relation to both historical and contemporary Design practice.

To provide you with the ability to apply prior learning of methods, processes, visualisation skills and techniques to solve Design problems.

Directed Study

Directed Study	110
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Private Study

Private Study	30
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Mode of Delivery

The module is lecture/studio based with allocated time for private study and further reading. It is supported by lectures, crits, student centred seminars and tutorials. Projects are introduced and expanded upon by using relevant background material, which may include video, audio-visual and/or multi-media presentations. These introductions are supported by online material.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4,5

Submission through portfolio of projects.

Indicative Bibliography

1. BAYLEY, S. and CONRAN, T. (2010) The A-Z of design: Intelligence Made Visible. London: Conran Octopus.
2. BETSKY, A. et al. (2019) Renny Ramakers: Rethinking design. Zurich, Switzerland: Lars Müller Publishers.
3. HARRISON & WOOD (2003) Art in Theory 1900 - 2000: an anthology of changing ideas. Oxford, Uk & Cambridge, USA: Blackwell.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1. Apply methods for the investigation and research of information, appropriate to the practice and theory of Design, which demonstrate an understanding of the basic characteristics and components of contemporary visual culture.
2. Apply critical skills, creative methods, strategies and visualisation techniques to explore, develop and present Design ideas and concepts.

4. MIDOWNKI, M. (2015) *Stuff Matters: Exploring the Marvelous Materials that Shape our Manmade World*. Boston, Houghton Harcourt.
5. RAWSTHORN, A. (2020) *Design as an attitude*. Geneva, Switzerland: JRP/Editions.
6. SPARKE, P., 2010. *The Genius of Design*. London: Quadrille Publishing.
7. SUDJIC, D., 2009. *The Language of Things*. London: Penguin Books.

Additional Notes

There are many excellent and relevant journals in the Library. These are fully listed on the Library website:
www.rgu.ac.uk/staff-and-current-students/library.

3. Demonstrate practical designing skills through application of processes and materials in response to a Design brief.
4. Demonstrate a fundamental understanding of the elements of Design and apply critical judgment to the resolution of Design problems.
5. Demonstrate a fundamental understanding of the structure and nature of a Design brief and respond appropriately in the context of supporting project work.

Indicative Module Content

The module will build upon previous practical and theoretical aspects applying them specifically to Design briefs, introducing new

processes,
techniques and
concepts. Study will
typically include
both set and
self-determined
studio projects,
which continue to
introduce a variety
of research &
development
methods and
strategies as well as
problem solving &
creative methods
within a systematic
approach,
harnessing
experimental &
formal 2D/3D
drawing and
visualisation.
These studio
projects will include
individual contact,
group learning,
seminars,
discussions and
crits, which may
include individual
presentation of
completed projects,
where presentation
techniques will be
applied