

Module Title Contextual & Critical Studies - Communication Design Contexts	Reference AA2502 SCQF Level SCQF 8 SCQF Points 30 ECTS Points 15 Created March 2012
Keywords Communication Design, Research, Communication, Culture, Theory, Context.	Approved August 2012 Amended Version No. 1

This Version is No Longer Current

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

Prerequisites for Module

None.

Indicative Student Workload

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

This module will build upon students' introduction to Contextual and Critical Studies in stage 1. The core skills of research, analysis, synthesis and communication will be expanded upon, further enabling students to communicate effectively.

<i>Contact Hours</i>	Full Time
Assessment	5
Lecture, seminar, group tutorial	40

<i>Directed Study</i>	
Seminar tasks, forum contribution, directed reading	90

<i>Private Study</i>	
Individual research and written assignments	165

to communicate effectively, textually and orally, the critical position of their evolving practice within contemporary and historical themes related to design culture.

Learning Outcomes for Module

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

1. Demonstrate the ability to research using methods appropriate to the critical themes, theories and concepts in contemporary practice.
2. Analyse and discuss historical and contemporary themes, theories and concepts in the context of contemporary practice.
3. Apply critical and analytical thinking to the enquiry and exploration of ideas in relation to critical themes, theories and concepts within historical and contemporary practice.
4. Synthesise information related to the contexts of historical and contemporary practice and communicate effectively both orally and in writing.

Indicative Module Content

The module will build upon the interdisciplinary themes from

Mode of Delivery

The module is lecture and seminar based, with allocated time for private and directed study and further reading. Group discussion and critical debate will be facilitated through seminar and on-line forums. Visits from professional in the field, and national and international study visits may form part of the curriculum.

Assessment Plan

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

Students are required to submit two assignments: one formative (feedback provided and fed forward to students) at the end of semester 1; the other summative (formally assessed) at the end of semester 2.

Indicative Bibliography

1. BARNARD, M., 2001. Approaches to Understanding Visual Culture. Basingstoke: Palgrave
2. BARNARD, M., 2005. Graphic design as communication. London: Routledge

interdisciplinary themes from visual culture introduced in Stage 1. This explores key processes and media of visual language. The programme will develop critical and contextual skills through an awareness of relevant methodological approaches for studying and evaluating visual content. Key conceptual approaches will be discussed which deal with the interpretation of meaning in images. Panofsky's methodology of iconographical analysis is a central topic. Links are made to contemporary and historical material to explore the relevance and application in communication design and creative studio practice. Students will develop personal and analytical sets of skills in visual literacy through the development of writing styles and formats. Cross-disciplinary themes within art and design are studied with a special focus on issues around the increase in mechanically reproduced images. This relates to consumerism, the recycling of historical images and aestheticisation. The syllabus sets challenges for theoretical and practical inquiry.

3. BARTHES, R., 1993. Mythologies. Peterborough: Vintage
4. HOWELLS, R., 2003. Visual Culture. Cambridge: Polity
5. MEGGS, P. and A. PURVIS, 2011. Megg's history of graphic design. 5th ed. Chichester: John Wiley
6. PANOFSKY, E., 1970. Meaning in the visual arts. Harmondsworth: Penguin
7. SPARKE, P., 2010. The genius of design, London: Quadrille
8. SPARKE, P., 2004. An introduction to design and culture : 1900 to the present. London: Routledge