MODULE DESCRIPTOR

Module Title

Specialist Practice - Independent Enquiry (Communication Design)

Reference	AA3403	Version	1
Created	August 2023	SCQF Level	SCQF 9
Approved	September 2023	SCQF Points	30
Amended		ECTS Points	15

Aims of Module

To demonstrate emerging professional studio practice through a personalised programme of negotiated study and creative enquiry.

Learning Outcomes for Module

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

1	Demonstrate a design development process in response to a range of project briefs.
2	Make judgements and conclusions from a design process that lead to a range of credible creative ideas and concepts across a series of design projects.
3	Draw on appropriate visualisation processes and techniques to resolve and communicate design outputs for specific specialised contexts.
4	Explain their creative responses to themes of sustainability across projects.
5	Review their individual understanding of the relationship between their evolving personal practices within a wider contemporary professional context.

Indicative Module Content

The module further develops practical and theoretical aspects of communication design methods, practices and visualisation techniques, which may typically include: The selection and development of specialist study in graphics, illustration and photography. Appropriate selection and management of software, resources, data and technology. The selection and focus on emerging and informed personal direction(s). The further development of emerging personal approach and working method through the interpretation of project briefs. External and collaborative professional projects. National and international design competitions. Communication and presentation skills: visual, verbal & written. Individual and group working. Students explore different approaches to design production and examine the implications for expanding their sustainable creative independence in a manner appropriate to the context of the discipline.

Module Delivery

The module is lecture/studio/online based with allocated time for private study and further reading. It is supported by lectures, demonstrations, 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.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	90	N/A
Non-Contact Hours	210	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5

Description: Digital submission of resolved self-directed design project work and supporting portfolio of all research and development work produced within the module. This would typically include workbooks, workshop tasks, digital files and online resources, samples, models, maquettes, documentation and any other relevant materials.

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

In order to pass the module students need to achieve a D or above.

Module Grade	Minimum Requirements to achieve Module Grade:
A	An A in C1
B	A B in C1
C	A C in C1
D	A D in C1
E	An E in C1
F	An F in C1
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

ADDITIONAL NOTES

The Bibliography indicates core texts that are considered essential reading for this module. You will be guided to further sources of information relevant to this module through CampusMoodle. These may typically include web based materials, journals, video and presentations.

INDICATIVE BIBLIOGRAPHY

1	FOOTE, C.S., 1996. The Business Side of Creativity. 3rd ed. Norton Professional Books.
2	PIPES, A., 2005. Production for Graphic Designers.
3	WILLIAMS, T., 2001. A Graphic Designers Guide to Pricing, Estimating and Budgeting. Allsworth Press.
4	BARRY, P., 2016. The Advertising Concept Book: Think Now, Design Later. 3rd ed. London: Thames and Hudson.
5	CALDWELL, C. and ZAPPATERRA, Y., 2014. Editorial Design: Digital and Print. 2nd ed. London: Laurence King Publishing.
6	SPIEKERMANN, E., Stop Stealing Sheep & find out how type works. 3rd ed. USA: Adobe Press.