MODULE DESCRIPTOR

Module Title

Specialist Practice - Combined Professional Context (Communication Design)

Reference	AA3430	Version	1
Created	August 2023	SCQF Level	SCQF 9
Approved	September 2023	SCQF Points	30
Amended		ECTS Points	15

Aims of Module

In combination with professional work experience, undertake a programme of increasingly self-directed research, enquiry, managed study and design practice that demonstrates the student's emerging strengths and personal direction.

Learning Outcomes for Module

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

1	Formulate project proposals which scope design activities across a range of specialist subjects and projects at a level approaching professional practice.
2	Make judgements and conclusions from a design process that resolve design issues within specialised contexts at a level approaching professional practice.
3	Draw on appropriate visualisation processes and techniques to resolve and communicate design outputs for specific specialised contexts at a level approaching professional practice.
4	Explain their creative responses to themes of sustainability within a professional context
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: Appropriate selection and management of software, resources, data and technology. The informed development of a personal philosophy and approach to communication design within chosen design specialism(s). Self-directed study. Collaborative professional projects. National and international design competitions. Communication and presentation skills: visual, verbal & written. Individual and group working. Students actively test and explain the sustainable impact of their practice through participation in a range of public facing initiatives and within professional settings e.g. community, professional agencies and arts organisations. This studio-based module is undertaken in partnership with AA3309 Work Experience module (15 credits).

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. and BELLEROSE, M., 2014. The Business Side of Creativity: The Comprehensive Guide to Starting and Running a Small Graphic Design or Communications Business. London: W. W. Norton & Company.
2	MANN, T., 2004. Time Management for Architects and Designers: Challenges and Remedies. London: W. W. Norton & Company.
3	TROTT, D, 2023, Crossover Creativity, Real life stories about where creativity comes from. London, Harriman House
4	SAYED, M 2022, Rebel Ideas: The Power of Diverse Thinking, London, Flatiron Books
5	GRAPHIC ARTIST"S GUILD, 14th Ed., 2022 , Handbook of Pricing and Ethical Guidelines, NY, Graphic Artist's Guild