MODULE DESCRIPTOR

Module Title

Communication Design: Practice & Context

Reference	AA3503	Version	3
Created	March 2023	SCQF Level	SCQF 9
Approved	August 2012	SCQF Points	30
Amended	July 2023	ECTS Points	15

Aims of Module

To enable students to carry out a more personalised programme of study within and between the key communication specialisms. To enable students to select and apply the relevant materials, processes and technologies, as appropriate, to a range of chosen contexts.

Learning Outcomes for Module

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

1	Interpret and critically evaluate the contextual frameworks across a range of specialist subject projects.
2	Apply conceptual, critical and analytical frameworks to design issues within professional contexts.
3	Apply the appropriate visualisation processes and techniques to resolve and communicate design concepts for specific specialised contexts.
4	Explain and demonstrate an understanding of the relationship between their evolving personal practices within a wider contemporary professional context.
5	Define and apply a personal visual language during the conduct of specialist design projects within a historical and contemporary design 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. Collaborative professional projects. National and international design competitions. Communication and presentation skills: visual, verbal & written. Individual and group working. Completed project work should evidence an awareness and consideration of sustainable themes in a manner appropriate to the context of the discipline.

Module Delivery

The module is lecture/studio 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	80	N/A
Non-Contact Hours	220	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: Submission of resolved 2D and/or 3D design project work and supporting portfolio of all research and development work produced within the module. This would typically include workbooks, visual diaries, drawing and visualisation, digital files and on line resources, samples, models, macquettes, 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 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.