

Module Title Communication Design: Professional Practice	Reference AA3505
Keywords Design; Communication; Professional; Practice; Self Directed; Visualisation; Drawing; Graphic; Illustration; Photography	SCQF SCQF Level 9 SCQF Points 45 ECTS Points 22.5 Created March 2012 Approved March 2015 Amended Version No. 1

This Version is No Longer Current

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

Prerequisites for Module

None.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To enable the student to undertake a programme of self-directed study that confirms their emergent direction and personal strengths and ambitions within an appropriate professional context.

To enable the student to select and apply the relevant materials, processes and technologies as appropriate to a range of chosen

Mode of 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.

Assessment Plan

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

contexts.

Learning Outcomes for Module

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

- 1.Independently interpret, evaluate, define and compile project proposals which scope design activities across a range of specialist subjects and projects at a level approaching professional practice.
- 2.Apply conceptual, critical and analytical frameworks to address and resolve design issues within specialised contexts at a level approaching professional practice.
- 3.Apply the appropriate visualisation processes and techniques to resolve and communicate design solutions for specific specialised contexts at a level approaching professional practice.
- 4.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

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.

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

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.

Internships and work experience.

Collaborative professional projects.

National and international design competitions.

Communication and presentation skills: visual, verbal & written.

Individual and group working.

Indicative Student Workload

<i>Contact Hours</i>	Full Time
Assessment	15
Lecture/studio contact/studio dialogue/tutorials/technical support	100
<i>Directed Study</i>	
Studio/project work carried out within studio and workshop environments	190
<i>Private Study</i>	
	145

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

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.