ROBERT GORDON
UNIVERSITY ABERDEEN

MODULE DESCRIPTOR

Module Title

Communication Design: Professional Practice

Reference	AA3505	Version	3
Created	March 2023	SCQF Level	SCQF 9
Approved	March 2015	SCQF Points	45
Amended	July 2023	ECTS Points	22.5

Aims of Module

To enable students 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 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	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 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. 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	120	N/A
Non-Contact Hours	330	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	450	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

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 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