

<b>Module Title</b>	Reference AA4502
<b>Communication Design: Self - Directed Projects</b>	SCQF            SCQF
<b>Keywords</b>	Level            10
Design, Communication, Graphic, Illustration,	SCQF Points    90
Photography, Self-directed study proposal, Personal	ECTS Points    45
exploration and enquiry, Professional Practice.	Created          March
	2012
	Approved       August
	2012
	Amended
	Version No.     1

## This Version is No Longer Current

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

### Prerequisites for Module

None.

Communication and presentation skills: visual, verbal & written.  
Individual and group working.

### Corequisite Modules

None.

### Indicative Student Workload

#### Precluded Modules

None.

<i>Contact Hours</i>	Full Time
Assessment	20
Lecture/studio	
contact/studio	140
dialogue/tutorials/technical support	

#### Aims of Module

To facilitate and support the student to undertake a substantial programme of self-directed study that confirms their chosen direction, practice and ambitions within an appropriate professional context, leading to a

<i>Directed Study</i>	
Studio/project work carried out within studio and workshop environments	400
<i>Private Study</i>	
	340

context, leading to a sustainable creative career.

## **Learning Outcomes for Module**

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

1. Develop a self initiated and directed design project(s) proposal within an appropriate contextual framework.
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 context, which clearly presents and communicates solutions in a context appropriate to the design project(s).

## **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	1,2,3,4,5

Submission of resolved 2D and/or 3D self directed 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. LEONARD, N. and AMBROSE, G., 2012. Idea Generation. London: AVA Publishing.
2. DESTLEY, D. and NOBLE, J. 2016

5. Manage a programme of self directed study, project scheduling and project management at a level approaching professional practice.

### **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.

4. BESTLEY, K. and NOBLE, I., 2010.

Visual Research (Required Reading Range). London: Fairchild Books.

3. BRAZELL, D. and DAVIES, J.,

2013. Becoming a Successful Illustrator. London: Fairchild Books.

4. CHICK, A. and

MICKLETHWAITE, P., 2011.

Design for Sustainable Change: How design and designers can drive the sustainability agenda. London: AVA Publishing.

5. LEONARD, N., 2012. Design

Research: Investigation for successful creative solutions. London: AVA Publishing.

6. LEONARD, N., 2016. Becoming a

Successful Graphic Designer (Creative Careers). London: Fairchild Books.

### **Additional Notes**

Students will also be guided towards particular readings/publications/websites relevant to and supportive of their personal direction(s).