MODULE DESCRIPTOR

Module Title

Communication Design: Self - Directed Projects

Reference	AA4502	Version	2
Created	June 2017	SCQF Level	SCQF 10
Approved	August 2012	SCQF Points	90
Amended	August 2017	ECTS Points	45

Aims of Module

To facilitate and support students 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 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).
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. Communication and presentation skills: visual, verbal & written. Individual and group working.

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	160	N/A
Non-Contact Hours	740	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	900	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 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.

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

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

INDICATIVE BIBLIOGRAPHY

1	LEONARD, N. and AMBROSE, G., 2012. Idea Generation. London: AVA Publishing.
2	BESTLEY, R. and NOBLE, I., 2016. 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.