

MODULE DESCRIPTOR

Module Title

Design Principles And Context

Reference	CM3117	Version	1
Created	April 2017	SCQF Level	SCQF 9
Approved	August 2017	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

To provide the student with the ability to evaluate media design principles and methods, and apply them to digital media artefacts.

Learning Outcomes for Module

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

- 1 Evaluate graphic design elements in digital media artefacts in the context of a design project brief.
- 2 Apply the design process in the context of developing digital media based on a design project brief.
- 3 Apply design principles to the production of digital media artefacts and utilise appropriate tools in the manipulation of these artefacts.
- 4 Apply a structured approach to planning and developing digital media based on a design project brief.

Indicative Module Content

Defining graphic design within a cultural and contextual framework. The professional graphic design context. Design language and principles. Design processes and methods. Image interpretation, analysis and meaning. Aesthetics, style and taste. Typography and layout. Production constraints/possibilities.

Module Delivery

The module is lecture and seminar based with allocated time for private study and further reading. Seminar participation is mandatory with presentations to a specified group where appropriate.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	44	N/A
Non-Contact Hours	106	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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: Component 1 - This is a coursework worth 100% of the total module assessment.

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighing of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve 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.

INDICATIVE BIBLIOGRAPHY

- 1 BOWERS, J., 2008. Introduction to Two-Dimensional Design: Understanding Form and Function. 2nd ed. Wiley.
- 2 WILLIAMS, R., 2003. The Non-Designer's Design Book. 2nd ed. Peachpit Press.
- 3 SAMARA, T., 2003. Making and Breaking the Grid: A Layout Design Workshop. Rockport Publishers Inc.
- 4 ADZIC, G. 2011 Specification by example: how successful teams deliver the right software, Shelter Island, N.Y., Manning.
- 5 Ferrara, J. 2012 Playful design creating game experiences in everyday interfaces, Brooklyn, N.Y., Rosenfield Media.
- 6 CONNOR, A & IRIZARRY, A. 2015. Discussing Design: Improving communication and collaboration through Critique, "O'Reilly Media, Inc"
- 7 GREEVER, T. 2015. Articulating design decisions: communicate with stakeholders, keep your sanity, and deliver the best user experience.
- 8 KISSANE, E. 2011 The elements of content strategy, New York, A Book Apart.