Module code: MOD009005	Version: 2 Date Amended: 26/Jul/2023

1. Module Title

Graphic Design: Media Specialisms 1

2a. Module Leader

Omayma Alqatawneh

2b. School

Cambridge School of Art

2c. Faculty

Faculty of Arts, Humanities, Education and Social Sciences

3a. Level

5

3b. Module Type

Standard (fine graded)

4a. Credits

15

4b. Study Hours

150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Graphic Design		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

The focus of this module is supporting the contextual and theoretical development of different design concepts such as layout design, infographics, icon design, user interface, user experience,legible types, and other digital design elements. This module will prepare students for industry standards and branding opportunities through a scaffolding learning process. This module enables you to explore the theory and practice behind the design thinking process, which determines the overall appearance and the connection among graphic elements to achieve a smooth message flow to maximise performance.

In this module, you will be introduced to information design and learn how to design diagrams, charts, maps, and symbol systems. This knowledge can be applied in the context of data visualisation and wayfinding solutions. You will use this knowledge in print design and UI / UX (user interface and user experience design). The module builds on a basic understanding of web design, typography and layout as delivered in Level 4. It deepens your expertise in user interface and user experience (UI / UX) design, allowing you to explore how information can be designed and deployed effectively across multiple communication channels.

You will develop these skills through a series of tasks, to which your lecturer will introduce you during workshop sessions, which involve short presentations, guide-through sessions, feedback crits and supervised design practice. You will document your design development processes and your learning journey in a process book within which you will critically reflect on your working efforts, design process, and solutions.

6b. Outline Content

- Information design, data visualisation and sign systems.

- Communicate effectively and deploy visual languages coherently across interactive screen-based and traditional media.

- User experience mapping and analysis following research into user/customer journeys.

- Development of experience design solutions.

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

CSA resources and softwares
Adobe Creative Suite - Illustrator, InDesign, Photoshop, Adobe XD

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate the capacity to research, collect and analyse different information that collected through research, field studies, questionnaires, and interviews.
2	Knowledge and Understanding	Illustrate the ability to communicate data visually using coherent visual languages across multiple media and communication channels.
3	Knowledge and Understanding	Reflect on design development principles and user/audience responses through experimentation.
4	Intellectual, practical, affective and transferrable skills	Identify how to use various tools involved in data visualisation by applying information design theories and through professional techniques.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	36	1-4	Workshops, seminars, inductions, reviews, critiques, one-to-one feedback
Student managed learning	114	1-4	Independent study using appropriate facilities and resources
TOTAL:	150		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)

Trimester 1: The practical design work developed in response to a series of given tasks, and a process book that illustrates and discusses the design processes behind. (Equivalent to 3000 words)

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]