

Module code: MOD009005		Version: 3 Date Amended: 20/Dec/2024	
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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

This module focuses on the practical, contextual, and theoretical development of diverse design concepts in graphic design, including layout design, infographics, icon design, user interface (UI), user experience (UX), legible typography, and other essential digital design elements. By engaging in this module, you will be equipped to meet industry standards and explore branding opportunities through a structured, scaffolding learning approach.

This module emphasises creativity and conceptual thinking, which are essential areas for generating original ideas, solving complex design problems, and creating compelling visuals. Through lectures, workshops, tutorials and studio sessions, you will explore the theory and practice of the design thinking process, guiding the overall appearance and interconnectedness of graphic elements to create a smooth message flow that maximises performance. You will also develop and enhance your presentation and communication skills: areas that are vital for sharing ideas with clients, peers, and stakeholders. You will be introduced to typography, understanding how it influences readability and the overall impact of visual designs. This knowledge will support the design of diagrams, charts, maps, symbol systems, foundational skills for data visualisation, and wayfinding solutions. These skills will then be applied in various contexts, including print design and UI/UX design, where you will learn to deploy information effectively across multiple communication channels.

Throughout the module, you will cultivate critical thinking and self-evaluation skills, encouraging reflection on your work and continuous improvement through feedback. Your learning journey will progress through a series of interactive workshops, short presentations, guide-through demonstrations, feedback critiques, and supervised design practice. Throughout the module, you will document your development process in a detailed process book. This will serve as a reflective tool for evaluating your design strategies, showcasing your growth, and preparing you for the demands of professional practice in design.

6b. Outline Content

- Information design, data visualisation and sign systems.
- User experience mapping and analysis following research into user/customer journeys.
- Creativity and conceptual thinking.
- Typography and its employment through various platforms.
- Ethics, accessibility, inclusivity, and sustainability.
- Presentation and communication and the effective deployment of visual languages coherently across interactive screen-based and traditional media.

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 software:

- 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	Intellectual, practical, affective and transferrable skills	Exhibit creativity and autonomy in managing the full creative process, from initial concept development through to project completion, surpassing brief requirements and reflecting a deep exploration of the subject matter.
2	Knowledge and Understanding	Demonstrate the capacity to research, collect and analyse different information that collected through research, field studies, questionnaires, and interviews.
3	Intellectual, practical, affective and transferrable skills	Establish technical proficiency across a range of industry-standard tools and techniques, while applying critical thinking and intellectual imagination to produce work that demonstrates professional quality and the potential for external recognition.
4	Knowledge and Understanding	Reflect on design development principles, theories professional techniques through experimentation, and effective presentation.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	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]