

Module code: MOD009450	Version: 1	Date Amended: 26/Jul/2023
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1. Module Title
Graphic Design: Final Projects

2a. Module Leader
Ian Bennett

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
6

3b. Module Type
Project or dissertation (fine graded)

4a. Credits
90

4b. Study Hours
900

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 is designed to prepare you for professional practice and employment, through a combination of self-initiated projects, participation in national competitions, and the development of your portfolio. Design projects may include the design for publication and print, 3D promotional and packaging material, architectural or environmental graphics, information design or digital applications.

You are encouraged to solve challenging design problems utilising an enhanced awareness of contemporary design practice within a modern informational culture. Briefs may include individually commissioned work, live set briefs, and national competitions.

This module will also focus upon the practicalities of work presentation and the application of self-promotion within the design industry in preparation for employment. Lectures, presentations, studio discourse and seminars will examine creative innovation, design solutions, graphic communication and audience response.

6b. Outline Content

- Understanding and establishing the requirements of a professional design brief
- Creative interpretation of external 'live' projects and competition briefs
- Experimentation and innovation within contemporary graphic communication
- Self-promotional graphic design in preparation for employment
- Effective project management: work schedules, presentations and design production
- Client liaison and collaborative practice
- Research methods, critical contexts and technical requirements for self-initiated projects
- Present your developing work to your tutors and peers in critical seminars

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

All resources available within Cambridge School of Art

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	Analyse and interpret design briefs to a professional standard, demonstrating an informed understanding of audience/user group
2	Knowledge and Understanding	Construct, develop and realise self-initiated design projects to professional levels of presentation
3	Knowledge and Understanding	Demonstrate effective and considered project management and development
4	Intellectual, practical, affective and transferrable skills	Demonstrate professional communication skills in critical design commentary and reflection
5	Intellectual, practical, affective and transferrable skills	Respond to the changing demands revealed by design research, making creative use of unanticipated discoveries
6	Intellectual, practical, affective and transferrable skills	Demonstrate both independent learning and active participation in a learning group

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	N/A	N/A
Other teacher managed learning	168	1-6	6 hours a week in trimester one, 8 hours in trimester two, to include seminars, workshops, tutorials and reviews, guest presentations on professional practice and employability
Student managed learning	732	1-6	Project development, module specific briefs and weekly tasks
TOTAL:	900		

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	30 (%)	Fine Grade	30 (%)
Project work, equivalent to 6,000 words					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	2, 3, 5, 6	70 (%)	Fine Grade	30 (%)
Major Project, equivalent to 12,000 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]