

Module code: MOD010761	Version: 1 Date Amended: 20/Dec/2024
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1. Module Title
Graphic Design Process and Application

2a. Module Leader
Jon Melton

2b. School
Cambridge School of Art

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

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

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

In the module Graphic Design Process and Application, you will develop a fundamental level of ability in the use of digital graphic design applications and apply these to simple design problems, short tasks, and design briefs which increase in complexity to build upon your graphic design knowledge. This module introduces you to key industry software, and to the creative, analytical, aesthetic, interpretative and iterative design processes which determine commercial design outcomes. You will approach these through a series of aligned projects that combine both practice-based analysis with primary and secondary visual and text-based research.

The module is intended to generate a practical awareness of the graphic design industry and the design processes necessary for the implementation of successful design solutions. Studio-based projects and exercises will help you to explore legibility, scale, continuity, dynamics, impact, functionality, design restraint and audience response. You will also research the historical and contemporary contexts of graphic and typographic communication.

Practical and inclusive lectures, feedback and critique sessions will support you to present, examine and address the fundamental issues of graphic design within lectures, demonstrations, workshops, small groupwork sessions and tutorials will allow you to continue to investigate the effects of design decisions through continual analysis, ongoing discourse, and its development towards realisation. Your development is supported through module PDP sessions.

6b. Outline Content

- Digital application in graphic design
- Design aesthetics: scale, contrast, structure and alignment
- Graphic design compositional dynamics
- Design restraint
- Hierarchies of information
- Graphic design visual language
- Audience response
- Socially responsible design

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

- Apple Mac Computer Suites
- Graphic Design Course (base) Studio
- Letterpress Type Resource Workshop
- Printmaking Resource Workshop
- 3D Workshops
- Futures Lab (digital) Workshop

Current updates of:

Full Adobe Creative Suite for both on-campus and working from home inc. Illustrator, InDesign, Photoshop, After Effects, Dreamweaver, Adobe XD, Acrobat, etc.

FontLab

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 applied visual communication within graphic design
2	Knowledge and Understanding	Demonstrate familiarity with the use of graphic design software
3	Knowledge and Understanding	Demonstrate applied graphic design analysis
4	Intellectual, practical, affective and transferrable skills	Develop self-directed learning under supervision
5	Intellectual, practical, affective and transferrable skills	Reflect upon personal development planning for improvement
6	Intellectual, practical, affective and transferrable skills	Interact and negotiate within design process, responding positively to criticism

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	6	1, 2, 3, 6	Weekly/fortnightly half-hour lecture/presentations.
Other teacher managed learning	66	1, 2, 3, 5,6	Studio-based active learning: briefings, group and individual discourse, tutorial dialogue, work reviews, feedback and critique.
Student managed learning	228	1-6	Independent study, coursework with project development on or off-campus.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	100 (%)	Fine Grade	30 (%)
Final submission will consist of a digital portfolio of work submitted through Canvas					

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]