Module code: MOD010762	Version: 1 Date Amended: 20/Dec/2024

1. Module Title

Graphic Design Ideation and Iteration

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

Design Process Ideation and Iteration - builds on the design skills developed in Trimester 1. In this module, you will increase your ability in the use of graphic design software but apply these to more commercially focused design briefs, that will improve your awareness of the designer's responsibilities within contemporary graphic design practice.

Throughout this module, you will continue to develop your practical awareness of the graphic design industry and the design processes necessary for the implementation of functional design solutions. This module stresses the importance of tested concepts and ideas within the development of fully realised project outcomes. It explores the effective design processes of rationalism and reductivism, and stresses the importance of design consistency and control. You are introduced to semiotics within symbol icon design and the interactions of an end-user. You will engage in effective communication within design specifications and presentations with the focus on meeting the needs of the client and of their customers.

Studio-based projects and exercises will explore investigative, exploratory, and experimental design processes, supported through ongoing research into the historical and contemporary contexts of graphic design and typographic communication whilst progressing your coursework throughout the module.

Practical and inclusive lectures and critique sessions present, examine and address emerging issues within your designs within lectures, demonstrations, workshops, small groupwork sessions and tutorials in order to prepare you for progression to Level 5 graphic design practice. Your development is supported through module PDP sessions.

6b. Outline Content

- Contexts of contemporary practice
- Creativity and iteration
- Ethical and sustainable design
- Meeting the client's consumer needs
- Rationalism and reductivism
- Design control and consistency
- Symbol icon semiotics
- Graphic design specification and presentation

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 effective visual communication within graphic design
2	Knowledge and Understanding	Demonstrate increased familiarity with the use of graphic design software
3	Knowledge and Understanding	Demonstrate studious graphic design analysis
4	Intellectual, practical, affective and transferrable skills	Develop self-directed learning and commitment under supervision
5	Intellectual, practical, affective and transferrable skills	Reflect upon personal development planning for progression
6	Intellectual, practical, affective and transferrable skills	Interact and negotiate within design process, actively responding 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]