

Module code: MOD011046	Version: 1 Date Amended: 25/Mar/2025
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1. Module Title
Conceptual Thinking and Practice

2a. Module Leader
Ian Bennett

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
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 this module, we will focus on conceptual thinking and project development. You will investigate how the process of exploring and developing potential resolutions is a vital process which provides a framework that turns ideas into design. This will allow you to use the intention and ideas behind a visual plan to create a solid foundation upon which the entire project will be based. You will learn skills and methods which will help you develop a confident, professional approach to any design work that will allow you to produce and demonstrate a full and reasoned intent.

You will also expand your repertoire of visual languages and deepen your understanding of the social relevance of visual communication practices.

6b. Outline Content

- Gain understanding of what is required of the project
- Ideation via mind-mapping and group consultation to establish potential solutions
- Sketching and modelling. Develop ideas quickly by sketchbook and other physical visualisation
- Refining and the ability to analyse designs as a means of extracting more from the concept
- Develop a confidence in presentation to peers, tutors and clients if a live brief is involved
- Originality: assess design solutions, ideas, and concepts against existing standards
- Design process: Organise ideation processes and design application
- Design impact: Understand how design solutions affect individuals, and society
- Design systems and user / customer journeys
- Communicate and critically interrogate design ideas and communication processes

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Adobe Creative Cloud software
Letterpress workshop
Printmaking

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 a detailed understanding of design practices in relation to interactive and traditional communication design processes
2	Knowledge and Understanding	Develop a clear understanding of conceptual practice
3	Knowledge and Understanding	Demonstrate a critical understanding of the culture surrounding graphic design practice including evolving areas of practice
4	Intellectual, practical, affective and transferrable skills	Develop self-directed learning capabilities
5	Intellectual, practical, affective and transferrable skills	Reflect upon and pursue your personal development in a way appropriate to level 5
6	Intellectual, practical, affective and transferrable skills	Interact with others in the field, negotiate ideas and approaches effectively, and respond constructively 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	1-3	Regular lectures throughout the module
Other teacher managed learning	54	1-6	Studio-based active learning: briefings, group discourse, tutorial dialogue, review and critique
Student managed learning	240	4-5	Independent study, coursework, and 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	Practical	1-6	100 (%)	Fine Grade	30 (%)
Process Book Submission - This is a practice-based module that will be equivalent to 6000 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]