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| <b>Module code:</b> MOD011047 | <b>Version:</b> 1 <b>Date Amended:</b> 25/Mar/2025 |
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| <b>1. Module Title</b>                 |
| Conceptual Progression and Development |

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| <b>2a. Module Leader</b> |
| Ian Bennett              |

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| <b>2b. School</b>       |
| Cambridge School of Art |

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| <b>2c. Faculty</b>   |
| Faculty of Arts, Humanities, Education and Social Sciences |

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| <b>3a. Level</b> |
| 5                |

|                        |
|------------------------|
| <b>3b. Module Type</b> |
| Standard (fine graded) |

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| <b>4a. Credits</b> |
| 30                 |

|                        |
|------------------------|
| <b>4b. Study Hours</b> |
| 300                    |

|  |                          |                    |                  |
|--|--------------------------|--------------------|------------------|
| <b>5. Restrictions</b>                             |                          |                    |                  |
| <b>Type</b>  | <b>Module Code</b>       | <b>Module Name</b> | <b>Condition</b> |
| Pre-requisites:                                    | None                     |                    |                  |
| Co-requisites:                                     | None                     |                    |                  |
| Exclusions:  | None                     |                    |                  |
| <b>Courses to which this module is restricted:</b> | BA (Hons) Graphic Design |                    |                  |

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

In this module, you will develop the skills to fully and professionally resolve a design project. Projects may involve awareness campaigns, social design issues, inclusivity and experiential aspects.

You will also expand your repertoire of visual languages and deepen your understanding of the social relevance of visual communication practices. You will engage in at least one live project, i.e., a project that involves an external party such as a design agency or a client. This will allow you to validate your expertise and capabilities in light of contemporary professional standards.

In this module you will explore the design and production process, starting with research and ideas generation, leading on to concept development, design solution development and presentation, learning how to document your design development processes professionally.

At the end of the module, you will have a growing portfolio of works revealing an increasing level of proficiency. You will explore a range of specialist practice areas, which will prepare you for the possibility of an internship over the summer period. Throughout the trimester, seminars, group critiques and studio discourse are used to analyse and evaluate each stage of the creative design development process, to review your interim achievements, and to assess your progress made. In addition to your final outcomes, you will produce a process book for each project, in which you will document all your research findings, ideas and concepts, and you will review these critically through text annotations.

### 6b. Outline Content

- Enhanced awareness for social needs and target audiences
- Assess the suitability of diverse visual languages with a view on aesthetics, target audiences, and contexts
- Originality: assess design solutions, ideas, and concepts against existing standards, and be able to critically interrogate the latter
- Design process: Organise ideation processes and design application to a professional standard
- Design impact: Understand how design solutions affect various target audience stakeholders, and society in general
- Design communication solutions and strategically channel those across a range of media including motion graphics
- Communicate and critically interrogate design ideas, concepts, 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 traditional and digital communication design processes, including motion graphics  |
| 2  | Knowledge and Understanding                                 | Demonstrate enhanced proficiency in the use of graphic software, including multimedia design software  |
| 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 the capacity to direct and critically assess your own learning journey   |
| 5  | Intellectual, practical, affective and transferrable skills | Reflect upon and pursue your personal development in a way appropriate to level 5 and be able to project your future development through the lens of an increasingly professional graphic designer |
| 6  | Intellectual, practical, affective and transferrable skills | Interact with others in the field, negotiate ideas and approaches effectively, and respond to criticism and be able to support others through constructive feedback                                |

| 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 (Tri 2), 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]**