

Module code: MOD011581	Version: 1 Date Amended: 26/Apr/2026
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1. Module Title
Process and Application

2a. Module Leader
Nicholas Jeeves

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:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module, you'll build the fundamental digital graphic design skills to tackle complex design problems and briefs. You will learn key industry software and discover how creative, analytical, and iterative design processes help you produce strong, professional outcomes

You'll develop your skills through hands-on practical exercises while exploring key moments in graphic design history, including influential movements, designers, and typographic developments. giving you richer insight and inspiration for your own work. Through both research and practical experimentation, you'll reinterpret historical techniques and test creative ideas to deepen your contextual understanding.

Studio-based projects will help you apply your skills to real design challenges, introducing key principles such as legibility, scale, continuity, dynamics, impact, functionality, design restraint, and audience engagement. You'll explore how cultural, social, and technological changes influence design, helping you understand the bigger picture of how graphic and typographic communication evolves. You'll learn through lectures, workshops, demonstrations, tutorials, and critique sessions enabling you to present, analyse, and refine your work and develop the ability to explain and justify your design choices clearly and confidently.

6b. Outline Content

- Demonstrate foundational proficiency in key industry-standard digital graphic design applications through the production of simple to moderately complex design solutions.
- Apply iterative, analytical, and creative design processes to address design briefs, reflecting commercial expectations and user-centred considerations.
- Investigate and critically evaluate historical and contemporary graphic design practices, identifying how design movements, influential practitioners, and typographic traditions inform modern communication.
- Conduct primary and secondary visual and text-based research to support the generation, development, and refinement of design concepts.
- Analyse historical graphic design artefacts and apply insights from historical aesthetics, production methods, and communication strategies to contemporary project work.
- Demonstrate an understanding of visual communication principles, including legibility, scale, continuity, dynamics, impact, functionality, and design restraint, in practical studio outcomes.
- Respond to audience needs and contextual requirements through purposeful visual decision-making within project briefs.
- Communicate and justify design ideas effectively through verbal presentation, written reflection, and visual outcomes, incorporating feedback from critique sessions.
- Reflect on the effects of design decisions through ongoing discourse, iterative improvement, and peer/lecturer critique, showing development toward final realisation.
- Engage in personal development planning (PDP) to articulate areas of growth, personal design identity, and professional goals within the field of graphic 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 Studio
Letterpress Type Resource Workshop
Printmaking Resource Workshop
3D Workshops
Futures Lab (digital) Workshop
Photostudio and facilities
Full Adobe Creative Suite

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	Investigate and critically evaluate historical and contemporary graphic design practices, identifying how design movements, influential practitioners, and typographic traditions inform modern communication.
2	Knowledge and Understanding	Conduct primary and secondary visual and text-based research to support the generation, development, and refinement of design concepts.
3	Knowledge and Understanding	Demonstrate an understanding of visual communication principles, including legibility, scale, continuity, dynamics, impact, functionality, and design restraint, in practical studio outcomes.
4	Intellectual, practical, affective and transferrable skills	Respond to audience needs and contextual requirements through purposeful visual decision-making within project briefs.
5	Intellectual, practical, affective and transferrable skills	Demonstrate foundational proficiency in key industry-standard digital graphic design applications through the production of simple to moderately complex design solutions.
6	Intellectual, practical, affective and transferrable skills	Engage in design discussions through negotiating ideas and responding constructively to feedback.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2026/7	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	8	1-6	8 hours of lectures/presentations
Other teacher managed learning	64	1-6	Group tutorials, briefings, sessions, critiques, reviews, and one-to-one feedback. Guided learning in the form of studio practice and supported workshops
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					
The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	0 (%)	Pass/Fail	100 (%)
Portfolio of course work reflecting design and creative exploration with evidence of research, project development, reflection and final outcomes. Equivalent to 6,000 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]
