

Module code: MOD011583	Version: 1 Date Amended: 26/Apr/2026
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1. Module Title
Ideation and Iteration

2a. Module Leader
Ian Bennett

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 strengthen your ability to think like a designer and turn your ideas into practical, commercially relevant design work. You'll build confidence in communicating with different audiences and understand what it means to work as a contemporary graphic designer.

You'll grow your practical knowledge of the design industry—learning the processes, tools, and decision-making skills needed to create effective, real-world design solutions. You'll explore ethical and sustainable design principles, to understand the impact of your creative choices.

You will test, refine, and justify your concepts as you develop fully resolved design outcomes. You'll explore rational and reductive design approaches, gaining an appreciation for consistency, clarity, and control in your work. You'll examine how symbols and icons communicate meaning, and how audiences interpret your design decisions. You'll also sharpen your communication skills by creating clear design specifications and presentations that meet the needs of clients and their customers.

Through studio-based projects and hands-on exercises, you'll experiment with design methods backed by ongoing research into historical and contemporary graphic design and typography, which build a richer context for your creative choices.

Throughout the module, inclusive lectures, workshops, demonstrations, critiques, and small-group sessions will help you address challenges in your work and develop your ideas with confidence.

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
Photography hub
Letterpress Type Resource Workshop
Printmaking Resource Workshop
3D Workshops
Futures Lab (digital) Workshop
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	Critically evaluate design concepts, visual strategies and ethical and sustainable principles, to inform audience-focused design solutions.
2	Knowledge and Understanding	Conduct independent research into historical and contemporary graphic design practices, towards design outcomes.
3	Knowledge and Understanding	Apply systematic design processes, connecting traditions and current technologies, with personal speculations.
4	Intellectual, practical, affective and transferrable skills	Create communicative design concepts based on client and audience concerns.
5	Intellectual, practical, affective and transferrable skills	Translate tested ideas into functional, and visually coherent design outputs across a range of briefs.
6	Intellectual, practical, affective and transferrable skills	Demonstrate a professional attitude by engaging in collaborative critiques, 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	6	1-6	Six hours of lecture/presentations
Other teacher managed learning	66	1-6	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

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 introductory understanding of design principles through 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]