

Module code: MOD011598	Version: 1 Date Amended: 26/Apr/2026
-------------------------------	--

1. Module Title
Graphic Design: Final Major Project

2a. Module Leader
Ian Bennett

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
6

3b. Module Type
Project or dissertation (fine graded)

4a. Credits
60

4b. Study Hours
600

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 will prepare for professional practice and employment through self-initiated projects and portfolio development. Projects may include publication and print design, 3D promotional and packaging material, architectural or environmental graphics, information design, or digital applications. You will consider innovative design strategies and outcomes that will push your own practice.

You will develop your own design briefs in response to set criteria, tackling challenging design problems and demonstrating an informed awareness of contemporary design within today's information-driven culture. You will engage with industry throughout which will help you transition confidently into the professional world with a strong portfolio and clear career strategy. Through lectures, presentations, studio discussions and seminars, you will explore creative innovation, design solutions, graphic communication and audience engagement and build confidence in effective work presentation and self-promotion in preparation for entering the design industry.

As part of your Final Major Project, you will engage with a dedicated professional development strand. These sessions are designed to develop and build up your graduate skills and employability. They will focus on portfolio development, specialist talks by professionals, and support from Anglia Ruskin Enterprise Academy (AREA) and our Placement and Employability teams.

6b. Outline Content

- Critical and contextual understanding of design briefs
- Application of design principles
- Development of personal visual language and approach
- Innovative strategies and approaches
- Design ethics
- Time and project management tools and strategies
- Professional client communication and presentation strategies
- Portfolio development to a professional level
- Professional promotion
- Industry standards
- Current industry requirements and approach

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Design Studios
Computer Suites
Large and special format printing
Printmaking
Letter press
Photography Hub
Industry standard design and media software (Adobe Suite)
Miro

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	Choose and define the scope of an appropriate area for structured investigation, design and development.
2	Knowledge and Understanding	Collect, organise, understand and interpret information from a variety of appropriate resources, acting autonomously, with minimal supervision.
3	Knowledge and Understanding	Identify, select and justify the use of appropriate techniques, methods and development strategies, incorporating an ethical dimension where appropriate.
4	Intellectual, practical, affective and transferrable skills	Communicate effectively, in an appropriate manner for a range of presentation platforms, including verbal and written presentations.
5	Intellectual, practical, affective and transferrable skills	Demonstrate technical competence, mastery and skill in the application of materials, techniques and processes.
6	Intellectual, practical, affective and transferrable skills	Professionally plan, manage, and deliver a design project demonstrating an informed understanding of audience and client requirements.

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	4-6	6 hours of lectures and presentations
Other teacher managed learning	90	1-6	Studio-based active learning and workshops including briefings, group and individual discourse, tutorial, dialogue, work reviews, feedback and critique
Student managed learning	504	1-6	Studio based and independent learning on and off campus
TOTAL:	600		

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	100 (%)	Fine Grade	30 (%)

Major Project: Portfolio of advanced course work with evidence of research, project development, reflection and final outcomes. Up to 12,000 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]