

Module Specification

Module Summary Information

1	Module Title	Context of Graphic Communication
2	Module Credits	40
3	Module Level	5
4	Module Code	VIS5037

5	Module Overview
<p>In this module students will interpret their own practice in the context of the professional world and consider communicating in a wide range of ways. The focus will be addressing the world of graphic communication in a professional context. Interrogation of studio practice with live briefs and competitions will allow students to expand their knowledge of graphic design, advertising and branding.</p> <p>Students will consolidate and further develop their creative, graphic, typographic and technical skills alongside a theoretical underpinning of their areas of specialism. The module has been designed to allow students to understand economic, social, cultural and environmental issues and to use this knowledge to answer design challenges.</p>	

6	Indicative Content
<p>The module will consist of a combination of lectures, workshops, presentations and tutorials; developing further your understanding of the contextual themes that underpin your discipline whilst focussing on the application of knowledge and appropriate skills to support your practice.</p> <p>The focus of the level will be to transform you from an active learner to an autonomous learner.</p>	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Devise a critical commentary informed by current debate and contemporary practice.
2	Articulate the contextual relationship between research, communication and design.
3	Select, test and make appropriate use of materials, techniques and processes.
4	Identify, engage and reflect upon a range of opportunities to develop an individual personal or team based direction.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-4	x		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	73
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	247
Private Study (PS) includes preparation for exams	80
Total Study Hours:	400