

Course Code:

PCMD103

Session:

2017/18

1. Course Title:

Critical Reflection on Proposals

2. Version

1.1

Date of production

Session 2011/12

Approval Date

11 September 2011

3. Level:

SCQF 11

4. Credits:

30

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Programme Leader - Brian Cairns

7. Course Aims:

The course aims are to:

- Introduce the principles and rationale for re-appraisal of own work;
- Review previous works, particularly in relation to student proposals;
- Encourage students to critically evaluate their practice in relation to recent issues within historical, critical and theoretical fields of enquiry;
- Develop the students' ability to formulate and express critical positions in a variety of appropriate forms;
- Introduce students to fundamental principles of, and the rationale for, research in relation to studio practice;
- Allow students to understand the relevance of design in relation to historical, contemporary, socio-cultural and political contexts and discourses.

8. Intended Learning Outcomes of Course:

At the end of the course each student should have the ability to demonstrate and/or work with:

- A critical understanding of the principles and rationale for re-appraisal of previous work;
- A critical understanding of re-evaluation and iteration of existing design knowledge, skills and thinking.

Each student should have the ability to:

- Apply the outcomes of critical re-appraisal into the planning of new work;
- Relate critical issues in her/his work to wider historical, critical and theoretical discourses;
- Develop the beginnings of an articulation of design sensibilities in context;
- Communicate his/her critical self-evaluation to peers using appropriate methods;
- Communicate with staff and specialists;
- Respond to the views and positions of others.

9. Indicative Content:

The content of this course will change from year to year, dependent on the student body. However, it will of necessity cover such topics as: the processes of reappraisal of one's own work; the principles of research in relation to studio practice; personal communication skills.

10. Description of Summative Assessment:

For this course, students must submit:

- Self evaluation in the form of a verbal presentation relating to the development and intended creative direction of their written proposal;
- Supporting visual and textual research which creates a context for their chosen field of study.

Note: Project-dependent work may alter in the light of particular project requirements.

10.1 Please describe the Summative Assessment arrangements:

Students on this course will be assessed against the following criteria:

- A knowledge of the contemporary context within which design practice occurs (technological, aesthetic, economic and theoretical)
- Demonstrate the capacity to produce preliminary investigations for the creation of an artefact or essay-based response to contemporary theoretical and technological debates
- Display a critical understanding of relevant concepts, principles, research methods and methodologies through project work and practice
- Communicate to others key principles of research methodologies and their application within the research process
- Communicate to others the underlying theoretical and practical framework within which contemporary design activity occurs.
- Develop skills to enable independent learning (self-directed learning) of theoretical and practical processes
- Completion of set practical project(s) that demonstrate an understanding of the contemporary context of visual communication processes
- Ability to edit and select viable courses of action through practical projects.

11. Formative Assessment:

N/A

11.1 Please describe the Formative Assessment arrangements:

N/A

12. Collaborative:Yes No **12.1 Teaching Institutions:**

N/A

13. Requirements of Entry:

None

14. Co-requisites:

None

15. Associated Programmes:

MDes Communication Design; MDes Graphics/Illustration/Photography

16. When Taught:

Stage 1

17. Timetable:

N/A

18. Available to Visiting Students:Yes No **19. Distance Learning:**Yes No **20. Placement:**Yes No

21. Learning and Teaching Methods:		
Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture		
Studio		50
Seminar/Presentation	10	10
Tutorial	5	5
Workshop		
Laboratory work		
Project work	35	35
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	200
Other (please specify below)		
TOTAL	30	300

22. Description of "Other" Teaching and Learning Methods:
N/A

23. Additional Relevant Information:
This course is intended to provide students on the MDes programmes in Graphics/Illustration/Photography and Communication Design with an introduction to postgraduate study within their chosen fields. This is done primarily through a consideration of short written proposals made by the students prior to their arrival at GSA, in tandem with a critical reappraisal of their previous work, and the positing of new directions for their practice and research.

24. Indicative Bibliography:
N/A