

Course Code:

PCMD204

Session:

2017/18

1. Course Title:

Contextualising Design Studio Practice

2 Version

1.1

Date of production

Session 2011/12

Date of Approval

11 September 2011

3. Level:

SCQF 11

4. Credits:

45

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Programme Leader – Brian Cairns

7. Course Aims:

This course aims to:

- Further develop students' ability to critically evaluate their practice in relation to recent design issues within historical, critical and theoretical fields of enquiry;
- Enable students to begin to resolve their practice on the basis of critical re-appraisal;
- Develop students' abilities to present their work to a professional standard;
- Promote a level of creativity, originality and initiative in response to critical, theoretical and historical issues;
- Develop the ability to identify and formulate new critical insights into established practice;
- Foster further skills and confidence in the preparation and presentation, both written and oral, of research-based critical analysis.

8. Intended Learning Outcomes of Course:

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

- An understanding of the critical balance between research and practice in the planning of a significant project within design studio practice;
- The intellectual and creative abilities necessary to identify and characterise problems and issues arising from historical and theoretical aspects of practice.

Each student should have the ability to:

- Demonstrate a high level of originality and creativity in the development of knowledge and practice;
- Develop original and informed responses to problems and issues arising from critical analysis;
- Translate the principles of research to a written topic relevant to his/her own studio practice;
- Apply a significant range of the skills and techniques associated with current developments in design;
- Work constructively with others in a variety of educational, institutional and professional situations;
- Respond in an informed manner to the views and positions of others;
- Use a range of skills, techniques and media to communicate with peers and staff via seminar presentations.

9. Indicative Content:

Among other concerns, this course will interrogate notions of authorship and collaboration, as well as exploring relevant social, political, cultural, commercial and educational contexts.

10. Description of Summative Assessment:

For this course, students must submit:

- A self-evaluation assessment in the form of an enhanced verbal presentation with supporting written commentary relating to the development and intended creative direction originating from their written proposal;
- Sketchbooks and evidence of extended research methods, demonstrating a visual reservoir of supporting contextual imagery for further advanced study and development.

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 detailed knowledge of appropriate processes applied to a written Communication Design research proposal;
- A significant range of core skills, techniques and practices associated with visual communication techniques and strategies;
- Demonstrate an understanding of communication design through the presentation of suitable practical and theoretical project work;
- Further group working skills at a strategic level through the completion of practical projects;

- Develop an in-depth knowledge of the social, technological and industrial drivers of design practices in contemporary culture;
- Recognise, understand and manage effectively different technical and creative approaches to the process of design;
- Apply a knowledge and understanding of design and creativity through the completion of set and elective 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:

Successful completion of Stage 1

14. Co-requisites:

None

15. Associated Programmes:

MDes Communication Design; MDes Graphics/Illustration/Photography

16. When Taught:

Stage 2

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		205
Seminar/Presentation	30	30
Tutorial	15	15
Workshop		
Laboratory work		
Project work		
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	200
Other (please specify below)		
TOTAL	45	450

22. Description of "Other" Teaching and Learning Methods:

N/A

23. Additional Relevant Information:

<p>This course allows students on the MDes programmes in Graphics/Illustration/Photography and Communication Design to begin to make new work, following on the reappraisal of their past output that took place during Stage 1. This new studio practice will occur in relation to a host of pressing contemporary contextual issues, which will be formally explored through taught sessions.</p>

24. Indicative Bibliography:

N/A
