

**Course Code:**

TBC

**1. Course Title:**

Communication Design – Studio 2

**2. Academic Session:**

2011/2012

**3. Level:**

SCQF Level 8

**4. Credits:**

40

**5. Lead School/Board of Studies:**

School of Design

**6. Course Contact:**

Paul Stickley

**7. Course Aims:**

The aims for Stage 2 offer students the opportunity to:

- Further interrogate the various guises of Communication Design and its visual and linguistic communications
- to problematise the nature of the Profession in the context of continually changing cultures, ideologies and communication systems.
- move towards a position where further study will be based in relation to Graphics Illustration or Photography
- exercise initiative in carrying out and interpreting set project work using a range of approaches to create responses and solutions
- undertake a range of set projects with an emphasis on intellectual and practical skills and familiarization of a range of design contexts
- demonstrate an understanding of the key stages of the design process associated with Communication Design
- take account of broad discipline matters including any ethical or professional issues raised by the discipline

- develop safe working practices.

### **8. Intended Learning Outcomes of Course:**

By the end of this course students will demonstrate/be able to:

- a working knowledge of the differing characteristics and practices associated with a range of Communication Design subject specialisms
- an understanding of the key stages of the design process associated with Communication Design
- a broad knowledge of a range of design contexts associated with subject specialist Communication Design
- an outline knowledge and understanding of some core theories, principles and concepts associated with Communication Design
- a range of skills, processes and materials associated with Communication Design subject specialisms
- the application of skill acquisition to familiar Communication Design contexts
- undertake analysis, evaluation and synthesis of ideas and matters associated with the Communication Design subject specialisms
- use a range of approaches to create responses and solutions to defined project briefs
- evaluate responses and solutions Communication Design subject specialisms
- convey specialist information to a range of audiences for a range of purposes
- use a range of standard applications to process and obtain subject discipline information and for image manipulation
- work with formulae for making subject specific numeric calculations and measurements
- exercise initiative in carrying out and interpreting set project work
- manage organization of work in relation to resources and deadlines
- take account of health and safety regulations in studio and workshop practice and continue to develop safe working practices
- continue to work under guidance with a range of qualified practitioners
- work with others in developing a broad understanding of the wider discipline Communication Design
- take account of broad discipline matters including any ethical or professional issues raised by the discipline

### **9. Indicative Content:**

A range of studio based projects concerned with the acquisition of studio design skills which support specialist discipline design development

To include:

- enhanced models of specialist thinking for design
- problematising as method
- defining a scope for design practices
- ethics collaboration and sustainability
- text writing and reading.
- extended inductions to Case room / printing / software application intro

**10. Description of Summative Assessment:****10.1 Please describe the Summative Assessment arrangements:**

Students are required to submit a portfolio of studio work summative assessment at the end of the course. This is compulsory and must be submitted for the credits to be attained. Coursework components will be assessed in an integrated manner against a common set of assessment criteria.

**11. Formative Assessment:**

- one-to-one guidance and progress guidance
- group assessment Peer assessment

**11.1 Please describe the Formative Assessment arrangements:**

Studio project work (portfolio) will be subject to formative assessment delivered by way of face-to-face and group tutorials.

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

N/A

**13. Requirements of Entry:**

None

**14. Co-requisites:**

None

**15. Associated Programmes:**

None

**16. When Taught:**

Either Term 1 or Term 2

**17. Timetable:**

Four days per week for the duration of the course.

**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	30	300
Seminar/Presentation	5	5
Tutorial	5	5
Workshop		
Laboratory work		
Project work		
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	
Other (please specify below)		
<b>TOTAL</b>	<b>40</b>	<b>400</b>

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

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**23. Additional Relevant Information:**

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**24. Indicative Bibliography:**

Envisioning Information,  
Edward Tufte  
ISBN-13: 978-0961392116

Visible Signs, David Crow  
ISBN-13: 978-2940373215  
This Means This, This Means That: A User's Guide to Semiotics,  
Sean Hall  
ISBN-13: 978-1856695213

Reading Images: Grammar of Visual Design,  
Gunther Kress, Theo Van Leeuwen  
ISBN-13: 978-0415106009

Graphic Design: A Concise History,  
Richard Hollis  
ISBN-13: 978-0500203477

Design Writing Research,  
Ellen Lupton  
ISBN-13: 978-0714838519