

Course Code:

TBC

1. Course Title:

Communication Design – Studio 3

2. Academic Session:

2011/2012

3. Level:

SCQF Level 9

4. Credits:

40

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Paul Stickley

7. Course Aims:

- To engage with deep learning in the context of the students chosen subject specialism
- To develop a subject specialist understanding of a Communication Design area
- To develop skills in relation to the subject specialism
- To develop formal presentation skills

8. Intended Learning Outcomes of Course:

By the end of this course students will be able to:
Typical outcomes of learning include the ability to:

- exercise autonomy in undertaking and interpreting set project work and draw on a range of sources to make objective judgements
- undertake a range of subject specialist projects related to Communication Design contexts

- demonstrate a broad understanding of the design process in relation to a subject specialism and how it can be applied to a range of different contexts
- identify and deal with subject specialist matters including any ethical or professional issues raised by the discipline
- undertake analysis, evaluation and synthesis of ideas, concepts and matters raised by the subject specialist areas
- work under guidance and with others to develop a subject specialist understanding of a determined Communication Design area
- manage time and resources in relation to set project briefs and exercise safe working practices
- make formal and informal presentations to a range of audiences

9. Indicative Content:

'Live' subject specialist projects for different professional contexts which require analysis, evaluation and synthesis of ideas, concepts and matters raised by subject specialist areas.

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:

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	50
Tutorial	5	50
Workshop		
Laboratory work		
Project work		
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	
Other (please specify below)		
TOTAL	40	400

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

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23. Additional Relevant Information:

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24. Indicative Bibliography:

Levels 3 and 4

Given the nature of level four and self initiated learning the scope for reading is dependant of the choice of study in the area.

Illustration

There is a reading programme in Illustration invites an enhanced relationship with some recent classic literature as a vehicle for analyzing structures for story telling for example.

Haruki Murakami Norwegian wood as an expression of automatic writing and thinking a stream of consciousness for retelling. Kurt Vonnegut slaughter house 5 and how narrative blends states of the real and William s Burrows's Naked Lunch as an expended play of imagination Alistair Gray's Old Men In Love. Amongst others

PICTOPIA - Un Mundo Feliz,
Alain le Quernec,
Promopress
ISBN 9788493543877

DIRTY FINGERNAILS –
John Foster,
Rockport
ISBN 1592535526, 9781592535521

DESIGN SCHOOL CONFIDENTIAL –
Steve Heller & Lita Talarico,
Rockport
ISBN 1592535488, 9781592535484

FINGERPRINT –
Chen Design Associates,
ISBN 9781581808711

VISUAL THINKING –
Rudolf Arnheim,
ISBN 0520055535

DESIGN ENTREPRENEUR –
Steve Heller & Lita Talarico,
Rockport
ISBN 159253421X, 9781592534210

THE SHOCK OF THE NEW
Robert Hughes
McGraw Hill
ISBN 978-007031127-5

TYPE AND TYPOGRAPHY

Phil Baines and Andrew Haslem
LK Publishing
ISBN 1856692442

VISIBLE SIGNS

David Crow

AVA

ISBN 13: 978-2-940-37321-5

A SMILE IN THE MIND:

Witty Thinking in Graphic Design
By Beryl McAlhone & David Stuart
Phaidon Press Ltd; New Ed edition (1 Sep 1998)
ISBN-10: 0714838128

CAMERA LUCIDA

Roland Barthes
ISBN: 9780374521349

THE GENIUS OF PHOTOGRAPHY –

Gerry Badger
(ISBN 978-1-84400-363-1)

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Paul Hill and Thomas Cooper (
ISBN 978-1899235612)

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