

**Course Code:**

TBC

**1. Course Title:**

Studio 4

**2. Academic Session:**

2011-2012

**3. Level:**

BA – SCQF Level 10

**4. Credits:**

100

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

School of Design

**6. Course Contact:**

HOD or programme leader Paul Stickle

**7. Course Aims:**

- To demonstrate the ability to undertake a sustained period of independent self directed study at the threshold of professional practice
- To confidently apply appropriate design methods, materials processes and technologies through independent self directed study in Communication Design
- To offer insights and specialist interpretations and solutions to matters raised by individual Communication Design interests

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

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

- exercise autonomy, initiative, individuality and judgement in undertaking self directed project work
- identify and define a self directed project for a specialist and specified Communication

<p>Design context</p> <ul style="list-style-type: none"> <li>• demonstrate an informed understanding of the design process and how a Communication Design is developed using various research, analysis, exploration and interpretation methods and approaches</li> <li>• demonstrate in-depth subject specialist skills and knowledge relating to the characteristics, terminology and practice of a particular Communication Design area</li> <li>• deal with complex subject specialist matters including any ethical or professional issues raised by the discipline</li> <li>• offer insights and specialist interpretations and solutions to matters raised by individual Communication Design interests</li> <li>• work under guidance and with others to develop an individual position in relation to specialist Communication Design interests</li> <li>• manage time and resources effectively and exercise safe working practices</li> <li>• communicate with, and make formal presentations to, informed and professional level audiences</li> <li>• use appropriate software to support and enhance specialist work (sourcing, navigation, selection, retrieval, evaluation, manipulation, management)</li> </ul>
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<b>9. Indicative Content:</b>
A self directed major project which develops an aspect of the broad understanding of Communication Design for a subject specialist context or the wider domain of design, employing in-depth, self directed subject specialist skills

<b>10. Description of Summative Assessment:</b>
By Portfolio Submission
<b>10.1 Please describe the Summative Assessment arrangements:</b>
Work is presented for assessment. Individual staff review their students, the staff team agrees each areas marks. Internal Com Des moderation takes place after this process via HOD where marks are confirmed.

<b>11. Formative Assessment:</b>
None accept in the case of student complaint. Where explanation of marking is explained by HOD
<b>11.1 Please describe the Formative Assessment arrangements:</b>
Two formative assessments take place at end of terms 1 and 2

<b>12. Collaborative:</b>	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
<b>12.1 Teaching Institutions:</b>	
N/A	

<b>13. Requirements of Entry:</b>
Studio 3

<b>14. Co-requisites:</b>
Studio 3 or equivalent

**15. Associated Programmes:**

BA (Hons) Communication Design

**16. When Taught:**

Final year 3 terms

**17. Timetable:**

Variants according to discipline all compliant with GU regulations

**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	100	1000
Seminar/Presentation		
Tutorial		
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>100</b>	<b>1000</b>

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

- Self-directed study

- one to one guidance
- group tutorial
- progress review

### **23. Additional Relevant Information:**

Communication design is comprised of three areas of discrete study and patterns of teaching vary in specific teaching times but conform to a generic curriculum and are compliant with regulation.

### **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)

DIALOGUE WITH PHOTOGRAPHY –

Paul Hill and Thomas Cooper (

ISBN 978-1899235612)

THE NATURE OF PHOTOGRAPHS: A PRIMER –

Stephen Shore

(ISBN 978-0714859040)

CAMERA LUCIDA: REFLECTIONS ON PHOTOGRAPHY –

Roland Barthes

(ISBN 978-0099225416)

ON PHOTOGRAPHY –

Susan Sontag

(ISBN 978-0140053975)

THE MINDS EYE:

Writings on Photography and Photographers –

Henri Cartier Bresson

(ISBN 978-0893818753)