

**Course Code:**[Click here to enter text.](#)**1. Course Title:**

Communication Design Studio 4

**2. Academic Session:**

2012-2013

**3. Level:**

SCQF Level 10 (Stage 4 GSA Singapore)

**4. Credits:**

80

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

School of Design

**6. Course Contact:**

Head of GSA Singapore

**7. Course Aims:**

The aims of Stage 4 offer students the opportunity to:

- demonstrate in-depth subject specialist skills and knowledge relating to the characteristics, terminology and practice of a particular subject specialism
- exercise autonomy, initiative, individuality and judgement in undertaking self-directed project work
- discover and critique the historical and theoretical contexts for their specialist studio disciplines
- identify and define a self directed project for a specialist Communication Design context
- demonstrate an informed understanding of the design process and how a Communication Design collection is developed using various research, analysis, exploration and interpretation methods and approaches
- deal with complex subject specialist matters including any ethical or professional issues raised by the discipline
- offer insights and specialist interpretations and solutions to matters raised by individual Communication Design interests
- manage time and resources effectively and exercise safe working practices
- communicate with, and make formal presentations to, informed and professional level audiences
- use appropriate digital technologies to support and enhance specialist work

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

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

- demonstrate knowledge relating to the characteristics, terminology and practices of Communication Design
- evidence an informed understanding of design processes pertinent to Communication Design and contemporary design more broadly
- developmental knowledge of iterative methodologies
- deploy an informed knowledge of design contexts for individual, subject specialist, Communication Design projects
- apply an understanding of the theories, concepts and principles (including historical, cultural and contextual) associated with Communication Design
- evidence an understanding of the relationships between design disciplines
- exercise autonomy and initiative in undertaking self directed project work
- manage time and resources effectively in relation to self directed project work
- continue to take account of health and safety regulations in studio and workshop practice and adhere to safe working practices
- work effectively under guidance in a peer relationship with qualified and/or specialist practitioners

**9. Indicative Content:**

The course is predominantly self-directed and will be governed by the student's established specialist interest within the field of Communication Design. Students will work to their own brief, guided by studio input, group crits, online learning activity and peer learning groups.

**10. Description of Summative Assessment:**

Students will produce a comprehensive portfolio of design process work and finished design work and will present work for exhibition along with evidence of research for summative assessment. All students will compile a Critical Journal which will evidence knowledge of relevant historical, cultural and critical contexts.

**11. Formative Assessment:**

Formative assessment pertains and will be timetabled in each Term of study.

**12. Collaborative:**

Yes X

No

**12.1 Teaching Institutions:**

The Glasgow School of Art; Temasek Polytechnic; Singapore Institute of Technology

**13. Requirements of Entry:**

Successful completion of Stage 3

**14. Co-requisites:**

Sustainable Design Practice; Economies and Cultures of Design Professions

**15. Excluded Courses:**

Interior Design Studio 4

**16. Associated Programmes:**

BA(Hons) Communication Design (Singapore)

**17. When Taught:**

Term 1, Term2, Term 3

**18. Timetable:**

To be confirmed

**19. Examination Diet:**

Examination is by coursework to be submitted for formative and summative assessment.

**20. Resit Examination Diet:**

No resits apply

**21. Duration of Examinations:**

0

**23. Available to Visiting Students:**Yes No X **24. Distance Learning:**Yes No X **25. Placement:**Yes No X **26. Learning and Teaching Methods:**

Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture	10	10
Studio	10	420
Seminar/Presentation	20	40
Tutorial	3	13
Workshop	17	67
Laboratory work	0	0
Project work	10	80
Professional Practice	5	15
E-Learning / Distance Learning	5	35
Placement	0	0
Examination	0	0
Essay	2	30
Private Study	Not Applicable	90
Other (please specify below)	0	0
<b>TOTAL</b>	<b>82</b>	<b>800</b>

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

[Click here to enter text.](#)

**28. Additional Relevant Information:**

Communication Design students and Interior Design students will collaborate at certain points in the academic year for briefings, crits and feedback sessions

**29. Indicative Bibliography:**

To be supplied

Date of production / revision

August 24<sup>th</sup> 2011