

Unit Title	Sense – Design, Materiality and Promotion
FHEQ Level	Level 5 / Term 1
Unit Code	EGRA181
Credit Value	15
Unit Type	Elective

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	37.5	Independent Study	35
Supervised access to resources	0	Preparation for Assessment	50
		Unsupervised Access to Resources	27.5
Total			150

Unit Description
<p>Visual communication and design practice is not isolated to the creation of graphic forms and marks alone. It's essential for the graphic design student to allow format, material, technology and production method to play a key role in the conveyance of a message. To do so, the designer must actively seek constructive relationships and collaborate with those who are expert in their fields as well as enhance and develop their own skills e.g. printers, paper merchants and material manufacturers. This unit allows the student to focus on materiality and the physicality within design in the framework of an externally brief set by industry professionals.</p> <p>The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):</p> <ol style="list-style-type: none"> 1. Cultivate / Where the individual thrives. 2. Collaborate / Where disciplines evolve. 3. Integrate / Where education engages industry. 4. Advocate / Where purpose meets practice. 5. Originate / creativity meets technology.

Unit Indicative Content
/ Visually defining, interpreting and meeting the objectives of an externally set brief. / Exploring physical, spatial design and visual communication applications / Pitching design ideas in a formal presentation

Unit Aims
Explore experimental and unconventional approaches with a focus on materiality and

promotion in a design context

Take responsibility for a design project from conception through to launch

Propose, prototype and present original and creative design outcomes

Unit Learning Outcomes

(to be selected from the Mini Manual)

LO 3 Development/Prototyping Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

LO 4 (Pre) Production Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

LO 7 Employability Demonstrate professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Learning and Teaching Methods

This unit will be delivered and could use a combination of: Briefings, Lectures, Project work, Workshops, Group work, VLE activities, Individual and Group Presentations and critiques, Self-directed independent study and Other including. Peer learning activities, group discussion, guest speakers

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
100% Practical work – Process Book (including visual and written documentation of the research and design process) and presentation of final outcome(s).	This unit is assessed holistically (100% of the unit). (pass/fail)

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

IAC 1: Shows analysis of potential pathways that result in original design solutions, as well as an understanding of the principles of the printing and special production finishes process informed by relevant contextual research (LO3).

IAC 2: Shows the application of knowledge of paper, print and print production skills

alongside a grasp of the creative potential of graphic design processes, and/or materials, and/or methods that inform creative and academic practice (LO4).

IAC 3: shows evidence of conceptual and technical design skills, including the ability to manage time and work towards an externally set brief and communicate content and a message effectively (LO7).

Essential Reading list

1. Hara K. (2009) *White*, Lars Muller Publishers
2. Jackson P. (2015) *Complete Pleats: Pleating Techniques for Fashion, Architecture and Design*, Laurence King
3. Klanten R. (2013) *Introducing: Culture Identities: Design for Museums, Theaters, and Cultural Institutions*, Die Gestalten Verlag
4. Lomme F. (2016) *Can You Feel it?: Effectuating Tactility and Print in the Contemporary*, Onomatopee
5. Martens K. (2013) *Karel Martens - Full Color*, ROMA Publications
6. Smitshuijzen E. (2013) *Sculpting Type. an Introduction to CNC Typography*, Khatt Books