

Unit Title	Explore – Ideation and Visual Research Methods
FHEQ Level	Level 4 / Term 1
Unit Code	GRA18102
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	50
Supervised access to resources	0	Preparation for Assessment	100
		Unsupervised Access to Resources	60
Total			300

Unit Description

In this unit, the aim is for students to develop an ability to locate, analyse and apply a wide range of resources and references to effectively generate visual ideas with informed intent. Students will be introduced to the principles of research methodologies within the context of visual communication and graphic design. The unit is devoted to the orientation, the expanding of students' design thinking and their visual literacy toolkit as well as the documentation of these in Process Books.

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):

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

- Graphic design concept and design thinking techniques
- Design literacy and the study of semiotics and design theory
- Research methodologies and enquiries
- Contemporary and historical graphic design practice

Unit Aims

To gain knowledge and explore the principles of concept and idea development within graphic design practice

To become familiar with a range visual and contextual research methods relevant to

contemporary graphic design processes

To develop an understanding of a range of problem solving and ideation techniques that can lead to informed visual experimentation and prototyping

To identify relevant graphic design technologies, software and production techniques that facilitate the testing of concepts

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

LO 6 Critical and creative mindsets

Demonstrate enquiry into what makes good practice - both creatively and academically

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 Presentations and critiques, Self-directed independent study and Other including. Peer learning activities, group discussion as well as guest speakers

Assessment methods and tasks

More detailed assessment tasks will be specified in the brief

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
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).

Indicative Assessment Criteria

IAC 1: Shows capacity to gather contextual and visual information using a range of sources, providing historically contemporary graphic design case-studies (LO1).

IAC 2: Shows ability to generate graphic design concept, and visual communications ideas drawing upon reference to visual design research (LO2).

IAC 3: Shows evidence of enquiry into visual research practice - both creatively and academically (LO6)

Essential Reading list

1. Albers J. (2013) *Interaction of Colour*, Yale University Press
2. Bestley R. Noble I. (2016) *Visual Research (Required Reading Range)*, Fairchild Books
3. Crouwel W., Van Toorn J. (2015) *The Debate: The Legendary Contest of Two Giants of Graphic Design*, Monacelli Press
4. Lupton E. (2011) *Graphic Design Thinking: Beyond Brainstorming (Design Briefs)*, Princeton Architectural Press
5. Roberts C. (2015) *Graphic Design Visionaries*, Laurence King
6. Stuart D. (2016) *A Smile in the Mind: Witty Thinking in Graphic Design*, Phaidon Press