

Unit Title	Persuade – Portfolio 1
FHEQ Level	Level 6
Unit Code	GRA18302
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	35
Supervised access to resources	0	Preparation for Assessment	30
		Unsupervised Access to Resources	55
Total			150

Unit Description

The “Persuade – Portfolio 1” unit provides the student with the opportunity to take responsibility for their direction of study by creatively engaging with externally briefs set by industry professionals. These briefs provide a framework within which a student can consolidate and apply their individual skills in a competitive environment with real-world parallels and constraints.

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

/ Brief(s) set by subject specialist industry professional(s);
 / Interaction with topical issues, themes and design problems;
 / Managing client expectation and own learning;
 / Professional presentation of ideas and graphic design solutions.

Unit Aims

Critical engagement with contemporary graphic design practice
 Working towards an external briefs and deadlines;
 Strengthening the graduate portfolio
 Comprehensive submission of a design proposal and resolution

Unit Learning Outcomes

LO 2 Concept/Ideation Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

LO 5 Presentation /Storytelling For Influence Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work

LO 7 Employability Effectively employ 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 Presentations and critiques, Self-directed independent study and Other including. Peer learning activities, group discussion, 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

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 evidence of critical appraisal and evaluation of visual design and contextual research to generate original concepts and ideas that inform and underpin project development (LO2).

IAC 2: Shows evidence of the ability to communicate design outcomes creatively and professionally, in a visual form. Shows evidence of audience-focused methods of presentation of the purpose of the work (LO5).

IAC 3: Shows evidence of effectively employing creative professional skills, including the ability to manage time and work towards an externally set brief and objectives to communicate effectively (LO7).

Essential Reading list

1. Ahlberg P. (2016) Please Make This Look Nice: The Graphic Design Process, Skira Rizzoli
2. Beirut M. (2017) Now You See it and Other Essays on Design, Princeton Architectural Press
3. Burrell A. (2017) Make It Now!: Creative Inspiration and the Art of Getting Things Done, Virgin Books
4. Ecole Cantonale d'Art de Lausanne (2013) 30 Years of Swiss Typographic Discourse in the Typografische Monatsblätter, Lars Muller Publishers
5. Huygen F (2017) Modernism: in print: Dutch graphic design 1917-2017, van Zoetendaal
6. Müller J. (2017) Pioneers of German Graphic Design, Callisto Publishers