Unit Title	Project – Unit Cross (X)
FHEQ Level	Level 6
Unit Code	GRA18303
Credit Value	30 credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	70
Supervised access to resources	0	Preparation for Assessment	60
		Unsupervised Access to Resources	110
Total			300

Unit Description

The unit aims to bring the student's graphic design, typography and visual communication skills – and the professionalism with which they apply them – to the levels expected of a graduate entering the industry or a postgraduate course. It provides the opportunity to push critical design and speculative concepts across a range of media and nascent technologies, exploring these in original, creative and professionally challenging contexts in relation to specifically set themes, topics and ideas in design relating to the students personal and professional interests.

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, typographic practice and social authorship
/ Visual communication and future design environments
/ Nascent technologies, tools and user experiences

Unit Aims

To visually communicate message(s) and carefully considering the environment, the user and the interaction

To enable an investigation of narrative and sequence within a range of communication

| platforms |
| To enable experimentation and prototyping with a range of production methods, tools and materials - both on and off screen |
| To examine and experiment immersive information experiences and installation techniques |

Unit Learning Outcomes
(to be selected from the Mini Manual)

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 4 (Pre) Production Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

LO 8 Professional Identity Align your professional identity as a practitioner with a viable career context.

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 relevant contextual research materials to generate engaging and thought provoking concepts that inform and underpin project development (LO2).

IAC 2: Shows a systematic working knowledge, production skills, selection, application and

understanding of a graphic design and typographic processes, materials and methods that inform creative and academic _____ practice (LO4).

IAC 3: Shows evidence of aligning your creative design approaches as a practitioner within a employability context (LO8).

Essential Reading list

1. Blauvelt A. (2011) Graphic Design now in production, Walker Art Center
2. Perks S (2016) Electronic Superhighway, Whitechapel Gallery
3. Altena A. Blanken H. (2011) I read where I am
4. Basar S. (2015) The Age of Earthquakes: A Guide to the Extreme Present, Penguin
5. Aranda (2015) E-Flux Journal - the Internet Does Not Exist, Sternberg Press
6. Malpas M. (2017) Critical Design in Context: History, Theory, and Practices, Bloomsbury Academic