Unit Title	Publish – Final Major Project
FHEQ Level	Level 6
Unit Code	GRA18305
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 Final Major Project unit enables the student to initiate a brief and construct a proposal of enquiry. The student will identify and develop a substantial body of research through thorough investigation and analysis. The outcomes of this process will inform and reveal opportunities for critical practice and application. The unit allows the student to demonstrate their skills and abilities in multi-, cross- and interdisciplinary contexts. The student will be required to demonstrate their ability to engage in critical debate and to present work at a level appropriate to a graduate entrant to professional practice as well as Postgraduate education.

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

/ Defining a substantial project requiring a comprehensive design solution;
/ Authoring a suitable enquiry of research and project brief;
/ Undertaking independent project and time management;
/ Defining personal goals in undertaking design work;

Unit Aims

To enable the student to identify and develop a substantial and complex body of

independent work
To enable the student to negotiate and take responsibility for a project from conception through to realisation
To enable exploration of more experimental approaches and to produce a substantial and comprehensive piece of creative design work.
To document the background, research, structure, creative development, strategy, concept, production process and solution of the final Major project in report format of a high professional standard

Unit Learning Outcomes

LO 1 Research/Inspiration Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

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

LO 6 Critical and creative mindsets Evaluate a range of critical approaches in order to form an independent position

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 selection and evaluation of graphic design related information gathering using a wide range of sources, providing relevant contextual and discipline related case-

studies (LO1).

IAC 3: Shows an enquiry into potential pathways that result in critical graphic design solutions, as well as being informed by a systematic understanding of the principles of the creative process (LO3).

IAC 6: Shows evidence of evaluating a range of critical design processes, applications and theories in order to form a unique position (LO6)

Essential Reading list

1. Bartelsheim S (2012) Women in Graphic Design 1890-2012, Jovis Publishers
2. Bennet A (2006) Design Studies: Theory and Research in Graphic Design, Princeton Architectural Press
3. De Bono, E. (1985), Six thinking hats, Boston: Little, Brown and Co
4. Heller, S. (2013) Writing and Research for Graphic Designers: A Designer's Manual to Strategic Communication and Presentation, Rockport
5. Kinross, R., Potter, N. (2002) What Is a Designer: Things, Places, Messages, Hyphen Press
6. Martens K. (2015) Reprint, ROMA Publications