



Unit Title	Design, Systems, Process
FHEQ Level	Level 4
Unit Code	USE18102
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	60
Supervised access to resources		Preparation for Assessment	15
		Unsupervised Access to Resources	30
Total			150

Unit Description

In this unit, you will learn about the fundamentals of good visual design and the practices to achieve it. You will learn about typography, form and colour theory, gain an understanding of visual hierarchy, and develop skills in layout and content handling strategies. (Originate Principle)

Research methods will be explored in conjunction with concept development, visual experimentation, and a wide range of creative processes and approaches in achieving a final outcome. (Originate Principle)

Through practical application of acquired knowledge and skills, you will increase your visual literacy, understanding of design decisions in relation to communication, and gain an overall appreciation of design and its importance. A sensitivity towards design is an important aspect of UX and UI design. (Advocate Principle)

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

- The historical and contemporary context of visual design and graphic communication
- Concept development and research methodologies

- Digital and analog tools to create design output
- Typography and content layout
- Colour theory

Unit Aims

To understand the historical and contemporary context of design disciplines

To gain knowledge of the fundamental principles of visual design

To develop conceptual thinking, idea development, and explore a range of research methods

To acquire skills in relevant technology, software, and processes, used in the creation of designed outcomes

To develop critical thinking and appraisal techniques in relation to design practice

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.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

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

Related Principle: ORIGINATE

Learning and Teaching Methods

Briefings

Lectures

Project work

Seminars

Workshops

Group work

Online activity

Individual Presentations and critiques

Self-directed independent study

Assessment methods and tasks

More detailed assessment tasks will be specified in the brief.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Portfolio of work with supporting physical and digital material detailing project research, process and development.	Unit assessed holistically (100% of 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.

- Provide evidence of examination and interpretation of information, forming your own opinions (L06)
- Demonstrate competence in verbal, written, visual or other communication. Show clarity of purpose and sensitivity to audience needs (L05)
- Demonstrate capacity to think conceptually, gather information and develop ideas through a range of research methods (L01)
- Demonstrate applied skills in process and technology in support of design outcomes (L01, L06)
- Provide evidence of critical thinking and appraisal regarding good design academic and creative practice (L06)

Essential Reading list

1. Baines, Phil (2002) *Type and Typography*, London: Laurence King
2. Bergström, Bo (2008) *Essentials of Visual Communication*, London: Laurence King
3. Blauvelt, Andrew (2011) *Graphic Design: Now in Production*, Minneapolis: Walker Art Center
4. Heller, Steven (2011) *Typography Sketchbooks*, London: Thames & Hudson
5. Lindauer, Armin (2015) *Experimental Design: Visual Methods and Systematic Play*, Sulgen: Niggli Verlag
6. Sagmeister, Stefan (2007) *Things I Have Learned in my Life so far*, New York: Abrams