

Module Code	ADDA4019
Title	Major Studies A2 – Designing for Context
Date	05/05/2021
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To extend and develop creative practice and material processes, investigating wider design thinking, mapping a clear route between idea and application to a pathway context.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Develop ideas through to outcomes that confirm the ability to select and use appropriate materials, processes and environments that address context.
- Evidence through practical applications how both convergent and divergent thinking are employed within the complete design process showing understanding of quality standards, attention to detail and the importance of originality and innovation.

INDICATIVE CONTENT

- Design development and translation of drawing and visuals
- Development of narrative, concept and context
- Creating, finding and developing motif
- Composition, scale, & placement of pattern using hand and digital techniques
- Understanding pattern: repeat, scale & placement within context
- Drafting designs at scale and in repeat
- Enhanced technologies and practices in Surface Pattern Design
- Printed textile process for effect and impact
- Advanced colouration of substrates and awareness of dye, print and process
- Screen printing in repeat and enlarged scale
- Advanced photoshop skills and design development
- Digital colourways and palette making
- Creating repeat designs in photoshop
- Using photoshop for digital visualisations in context

- Making and production methods appropriate to context
- Preparing designs to specification for the creative industries
- Presentation and design realisation

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	Up to 3 elements, or equivalent	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADDA4019	
Module Title	Major Studies A2 – Designing for Context	
Classification	Reading List entry	Electronic*
Essential	Jackson, P (2018) <i>How to Make Repeat Patterns: A Guide for Designers, Architects and Artists</i> , Lawrence King Publishing	☐
Essential	Yelavich, S. (2014) <i>Design as Future-Making</i> , Bloomsbury Academic	☐
Essential	Clarke, S. (2014) <i>Print: Fashion, Interiors, Art</i> , Laurence King Publishing	☐
Further	Udale, J. (2014) <i>Exploring Printed Textiles</i> , Fairchild Books	☐
Further	Willbanks, A. Oxford, N. & Miller, D. (2014) <i>Textiles for Residential & Commercial Interiors</i> , Fairchild Books	☐
Further	Kay-Williams, S. (2013) <i>The Story of Colour in Textiles</i> , A&C Black Visual Arts	☐

Further	Koepke, P (2016) <i>Patterns: Inside the Design Library</i> , Phaidon Press Ltd	☐
Further	Shillito A, M. (2013) <i>Digital Crafts: Industrial Technologies for Applied Artists and Designer Makers</i> , A&C Black Visual Arts	☐