

READING LIST

Essential

Dabner, D. (2004) *Graphic Design School: the Principles & Practices of Graphic Design*. London: Thames & Hudson

Fiell, C. & Fiell, P. (2013) *New Graphic Design*, London. Carlton Books Ltd

Forceville, C. (1996) *Pictorial Metaphor in Advertising*, London, USA: Routledge

Hall,P. & Sagmeister, S. S. (2009) *Made you Look*, NY, Abrams

Heller, S. & Vienne, V. (2012) *100 Ideas That Changed Graphic Design*, London. Laurence King Publishing

Heller, S. & Pomeroy, K. (2004) *Design Literacy: Understanding Graphic Design*, New York: Allworth Press

Kress, G. & Leeunen, T.V. (1966) *Reading Images: The Grammar of Visual Design*, USA London: Routledge

Lupton, Ellen. *Graphic Design Thinking: Beyond Brainstorming*. New York: Princeton Architectural Press, 2011.

Mahon,N. (2011) *Ideation Basics of Advertising* 03, UK: Thames and Hudson,

Messaris, P. (1997) *Visual Persuasion, The Role of Images in Advertising*, USA: Sage Publications Inc., 1997

Nevett, T.R. (1982) *Advertising in Britain a History*, Norwich: The History of Advertising Trust, Fletcher & Son Ltd

Williamson, J. (1995) *Decoding Advertisements Ideology and Meaning and Advertising*, London, New York: Marion Boyars

Recommended

Chandler, D. (2010) *Semiotics the basics*, London: Routledge

Meggs P.B. *Six chapters in Design*

Background

Blythe, J. (2005) *Essentials of marketing communications*, Harlow: FT/Prentice Hall

Dyer, Gillian (1982) *Advertising as Communication*, London: Routledge

Evamy, Michael (2003) *World without Words*, London: Lawrence King

Ericson, E. & Phil, J.(2002) *Design for Impact*, Lawrence King, London

Hoffman, J. (1998) *Visual Language: How We Create what We Say*, Norton

Hyland, A. & Bell, R. (2001) *Hand to Eye: Contemporary Illustration*, New York: Watson-Guptill Publications

Hyland, A. (2000) *Pen & Mouse: Commercial Art and Digital Illustration*, New York: Watson-Guptill Publications

Kitler, P. (2003) *Marketing Management – International Edition*, 11e, Upper Saddle River NJ: Pearson, Prentice Hall

Pickton, D. & Broderick A. (2004) *Integrated Marketing Communications*, Harlow: FT/Prentice Hall

Vienne, V. (2003) *Chip Kidd*, London: Lawrence King

Journals

CR | Design Week | Eye | Graphis

Useful Websites

- www.asa.org.uk
- www.brandrepublic.co.uk
- www.campaign.co.uk
- www.clearchannel.co.uk
- www.creativereview.co.uk
- www.dandad.co.uk
- www.hearst.co.uk
- www.jcdecaux.co.uk
- www.lynda.com
- www.primesight.co.uk
- www.word.co.uk

Module Handbook

18/19



M4X02126
LEVEL 4
20 Credits

BA(Hons) MDes Advertising and Brand Design

GRAPHIC COMMUNICATION (ABD)

Caroline Jones and Ian Simmons

Semester 1

Monday 9.00-11.00am (Caroline) &
Tuesday 3.30-5.30pm (Ian)

Teaching hours	Independent learning hours
48	152

MODULE AIMS

To generate appropriate knowledge and understanding of advertising and brand design communication by encouraging students through experimental activity and speculative enquiry to respond to a visual communication task.

To encourage students to make intellectual enquiry in order to recognise, evaluate and implement good design in terms visual hierarchy, layout and graphological function in an environment of sustainability.

LEARNING OUTCOMES

- Upon the successful completion of this module, the student will be able to demonstrate the ability to:
1. Demonstrate acquisition of knowledge through visual experimentation in a wide range of media and working methods.
 2. Illustrate awareness of graphological function and uses within visual communication.
 3. Develop sustainable problem solving skills in terms of graphic communication.

INDICATIVE CONTENT

- Developing research methods and developing intellectual enquiry.
- Visual communication methodology.
- Visualising and concept development techniques.
- Hierarchy of word and image.
- Layout techniques.
- Introduction to design software.
- Forming an argument and rationalising a communication solution.
- Sustainable development in the context of graphic communication.

ASSESSMENT CRITERIA

Assessment Component 1	Activity type	Percentage
100% (Essay equivalent 3000 words)	Written	-
Coursework Portfolio	Coursework	100%
	Practical	-
	TOTAL	100%

Detailed assessment criteria will be found on the reverse of the project brief.

Feedback

Feedback can be defined in two categories, formative and summative. Formative feedback can be given verbally or written and may take place in group critiques or one-to-one tutorials during the progression of the project and after its conclusion. Summative feedback will be given as written feedback at the end of a module.

The School Mid Sessional Exam Board takes place in February. The marks for this module will be submitted to this Board.

Feedback on project assessment will be given to the student within 20 working days of submission.

Please see the course handbook for details of the university policy on attendance and plagiarism.

DELIVERABLES

This portfolio would comprise of 2 projects. **Project1: Advertising layout for publication** and **Project2: Out of home advertising design**. Each project would consist of; research and analysis of information gathered from various primary and secondary sources, visual development of concepts under investigation showing examples of divergent and convergent thinking in the form of a layout pad or sketchbook. It would show development pathways and the process of analysis through annotation and idea generation.

Each project would include a presentation of the final solution. This could vary in format. It could include an audio/digital/pp presentation, mounted concepts or an exhibition.

WEEK BY WEEK SCHEDULE

	Date	Content	Time	Date	Date	Time
	CJ	CJ Mondays	CJ Rm AD602	IS	IS Tuesdays	IS Rm AD601
1	24/9/18	Induction week	9.00-11.00	25/9/18	Induction week	3.30-5.30
2	1/10	Intro + Project1	9.00-11.00	2/10	Intro + Project2	3.30-5.30
3	8/10	Project1 workshop	9.00-11.00	9/10	Project2 workshop	3.30-5.30
4	15/10	Project1 workshop	9.00-11.00	16/10	Project2 workshop	3.30-5.30
5	22/10	Project1 workshop	9.00-11.00	23/10	Project2 workshop	3.30-5.30
6	29/10	Project1 workshop	9.00-11.00	30/10	Project2 workshop	3.30-5.30
7	5/11/	Project1 development	9.00-11.00	6/11/	Project2 development	3.30-5.30
8	12/11	Project1 development	9.00-11.00	13/11	Project2 development	3.30-5.30
9	19/11	Project1 development	9.00-11.00	20/11	Project2 development	3.30-5.30
10	26/11	Project1 development	9.00-11.00	27/11	Project2 development	3.30-5.30
11	3/12	VIVA unsupervised study	9.00-11.00	4/12	Project2 development	3.30-5.30
12	7/12	Project1 development	9.00-11.00	8/12	Project2 development	3.30-5.30
		CHRISTMAS BREAK				
13	7/1/19	Summative Deadline		8/1/19	Summative Deadline	
14	14/1	Assessment no lecture		14/1	Assessment no lecture	
15	21/1	Assessment DESIGN WEEK		21/1	Assessment DESIGN WEEK	

SUMMATIVE DEADLINES

Project1: 7th JAN 2019, Project2: 8th JAN 2019

13.2.3 Extenuating Circumstances Procedures

(1) All claims for extenuating circumstances should be submitted to the Academic Office by the student as soon as possible and must be received by the Academic Office no more than 15 clear working days after the original date for submission of an assessment or the scheduled date of an examination. Claims submitted outside of this timeframe will not be considered unless there is independent evidence to show compelling reasons as to why the claim was not received in a timely manner. All claims must be made using the Extenuating Circumstances Form (Appendix GA1). Claims made by staff or other students on behalf of a student who is not aware of the claim him/herself cannot be accepted.

(2) All claims must be supported by verifiable independent documentary evidence which clearly identifies the extenuating circumstances and their duration. All claims must be accompanied by evidence of the actual date of submission of an assessment in the form of an official submission receipt or confirmation from a member of staff that the assessment has been submitted. Where evidence is awaited, the student must provide an indication of the likely evidence and associated timescale for providing the evidence.

7.5 Assessment Submission

(5)Late submission penalties must be applied to work that is not submitted by the published deadline. Work which is submitted up to 1 week late will be capped at the minimum pass mark for the Level for first attempts and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only with the approval of the Extenuating Circumstances Panel (see Chapter 13 of the Academic Handbook).

(6) Work submitted more than 1 week after the submission deadline will be considered as an invalid submission, will not be marked, and must be recorded as a non-submission.