

Design Experiences

Project Development

To begin with ... what's your idea?

What's your communication problem?

Who? What? Why?

This can be answered with a few words.

It should be a personally devised project that aims to solve a communication problem.

The problem is not your proposed the solutions! You cannot identify solutions until you fully understand the problem. Understanding the problem is done through research. We need to see evidence of this.

We then look for the solutions in the 3 areas.

Design Experiences requirements

In response to the brief create:

The outcomes will be in the 3 areas:

- AI (generative imagery, film, text, coding, web design, audio, etc.)
- Moving Image (film, animation, motion graphics, typography, etc)
- Print (posters, covers, branding, point of sale, livery, etc.)

All three outcomes should be linked.

What will I learn about each process?

You can use AI throughout, but it would need to be implemented into each media area. That is, in a piece of traditional film making and a piece of traditional print.

It does not replace the process because you will not learn anything about visual communication or be able to evidence any work in these areas.

Learning through making.

You need to display knowledge of creating work in each area:

- **Artificial Intelligence**

Generative imagery, film, text, coding, web design, audio, text prompting, image prompting, compositing, decision-making, etc.

- **Moving Image**

Storyboarding, filming, composition, animation, motion graphics, typography, editing, sound recording, sfx, music, etc.

- **Print**

Typography, photography, layout, composition, print processes, posters, covers, branding, point of sale, livery, etc.

Project development

Project development YOUR responsibility at level 7 study.

It is supported by timetabled tutorials, lectures, technical classes, workshops, seminars, group critiques and studio one-to-one feedback in tutorials.

The creative process

- Identify the problem (Who? What? Why?)
- Research
- Concepts (divergent thinking)
- Selection (convergent thinking)
- Crafting
- Final submission: finished work and the above process leading to it

Who? What? Why?

Who

Who is the audience? Who is this aimed at?

What

What is the message that needs to be conveyed?

Why

Why is this important? Why does this solve the problem?

Design Experiences deadlines

- **Friday 14th March - Formative Deadline**
(teaching ends on this module)
- **Thursday 8th May - Summative Deadline**
(final submission)

All information is on the Design Experiences Moodle Tile

Exam Board results and decisions

- Results will be available on Tuesday 18th February on MyTSD
- If you have a resit, it means you have **one final attempt** that you **must** pass to stay on the programme
- Resit dates will be provided when the results are published. It is likely to be the end of April

Art materials

As an art and design students you are required to have a variety of craft materials to complete your tasks, for example, marker pens, pencils, sketchbooks, notebooks, glue sticks, paints, etc.

ARTWAY®

ART CRAFT & design materials SALE

UPSTAIRS - STIWUDIO
GRIFFITH

Tuesday 11th February

9:30am - 2:30pm

Future date 20:3:25



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



artway.co.uk

February 12 th	February 13 th	February 14 th
PROFESSIONAL PRACTICE DAY	10am – 12 noon Digital workshop with Rob Jones Visual Communication (12mnth) to attend Room AA203	9.30-10.30am LECTURE- Appropriation / Object / Material Shellie & Cath
3 X Panel discussion	Independent studio practice	11-12noon – (RESEARCH HOUR) Visual Communication (12mnth) to attend AAG06 Reading Room
Rachel Wheatley (Graphic Design)	1pm – 4pm Tutorials with Caroline Jones	1-2pm- SEMINAR Visual Communication (12mnth) to attend Gav & Mart – IP and copyright
Caitlin Flood-Molyneux (Fine Art)	1-3.30pm Bookable tutorials with Del (Illustration)	2.30- 3.30pm SEMINAR – Martin Bush/Caroline Jones Visual Communication (12mnth) to attend Product Design Studio AA111 (2nd Floor, Alex)
Charlotte Kingston (Craft in the Bay)		
Careers workshop activity		
2pm – Jo Davies talk		
2pm Hamish & Marilyn (PHD)		

Questions?