

Progress

Research and Idea Development

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.

As full-time students you should be working on this project full-time.

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

Semester 1 results: Tuesday 18th February on MyTSD at 10am.

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.
The resit deadline date is likely to be the end of April.

There is no additional teaching on failed modules. Your feedback would have indicated what you need to do to improve your mark. However, you can contact the module leader for advice if you have any questions.

Research

After a week completely designated to research, the initial research of your problem should be completed. You should now have a clear understanding of what your communication problem is, and and you should now start thinking about how it can be resolved.

Your research should continue as you move on to the next stage of idea development but it will not be your primary activity.

However, if you are not at this stage, then you are behind schedule.

Your ideas should be a response to your research

For the next stage you need to ensure your ideas respond to your research.

Your concepts should be based on understanding, not assumption. This is visual communication.

You cannot identify solutions until you fully understand the problem. Understanding the problem is done through research. During assessment we look for evidence of this.

Next stage

If you are on schedule, you should now be in a position to start coming up with concepts and ideas through divergent thinking. We want to see these next week.

This means lots of ideas, not just the one you thought of a week ago!

Design Experiences requirements

In response to the brief, the outcomes will be in the 3 areas:

- **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.

Next week

- Will be a studio session and we will be conducting one-to-one tutorials with each student to evaluate progress and ideas.
 - Bring ALL of the work you have done for this module to date.
 - You will receive formative feedback on your progress.
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- We expect to see:
 - 1. A clear definition of your communication problem.**
 - 2. A large body of research**
 - 3. Initial ideas (at least 5)**

February 20th

10am – 12 noon

Digital workshop with Rob Jones

Visual Communication (12mnth) to attend
Room AA203

Independent studio practice

1pm – 4pm

Tutorials with Caroline Jones

11.30-1pm

Bookable tutorials with Gav (Graphic Design)

2-3.30pm

Bookable tutorials with Del (Illustration)

February 21st

9.30-10.30am

LECTURE – Systems & Networks

Visual Communication (12mnth) to attend
Rob Jones
AAG06 Reading Room

11-12noon – (RESEARCH HOUR)

Visual Communication (12mnth) to attend
AAG06 Reading Room

1-3pm - SEMINAR – Martin Bush/Caroline Jones

Visual Communication (12mnth) to attend
Product Design Studio AA111 (2nd Floor, Alex)