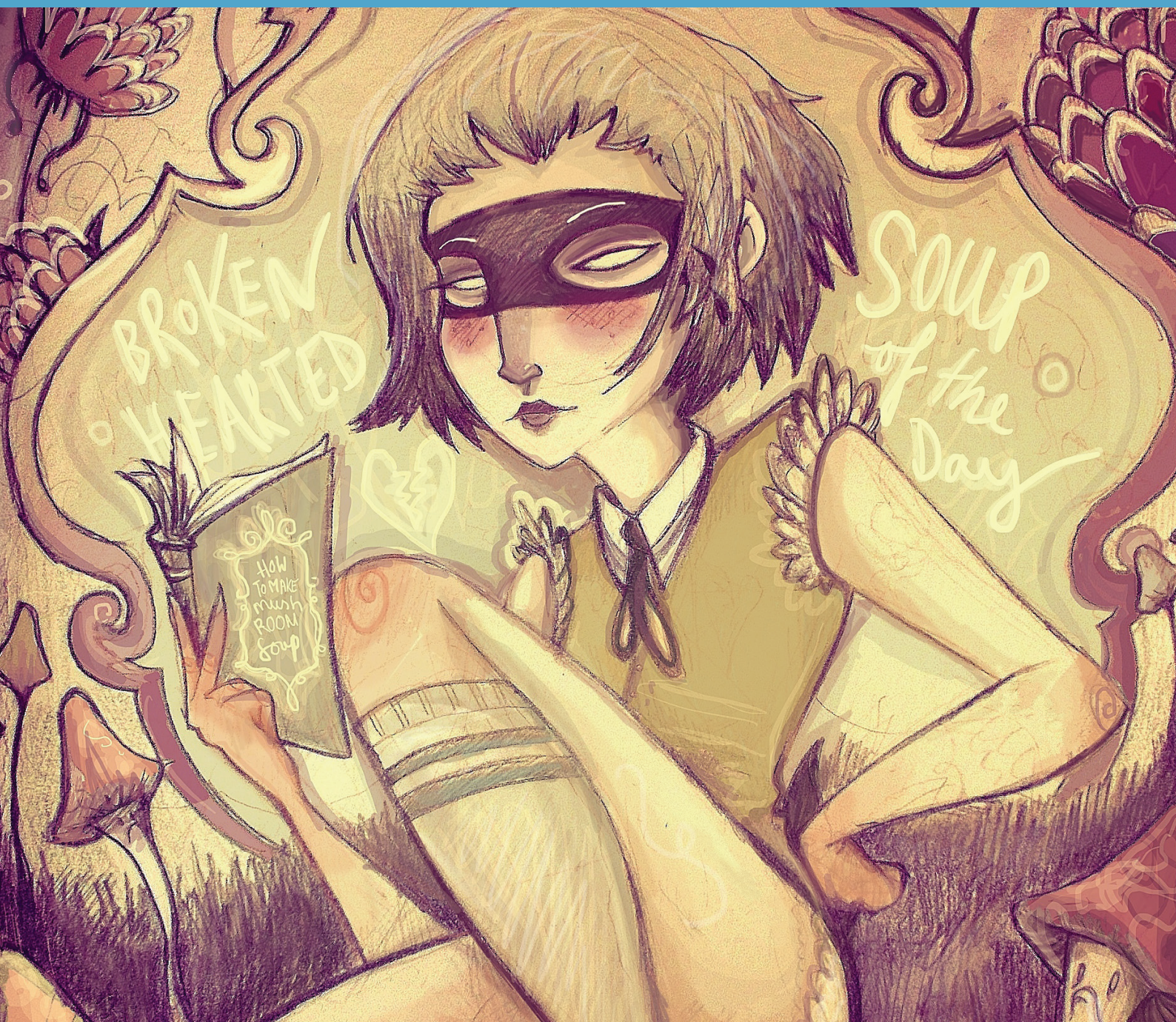


Major Project - Vis Comm

MDes Vis Comm

Module Handbook Level 7



Swansea
College of Art
Founded 1853



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

MDes Major Project - Vis Comm

Module Code: M7X01629

Module Credits: 60

Semester: 2

Module Coordinator: Catrin Webster / Gavin Kirby

Teaching Staff: Gavin Kirby / Donna Williams / Jonathan Williams / Delyth Lloyd-Evans

Module Start Date: 15th January 2018

Teaching Sessions: Tutorials

Module Duration: 15 weeks

Assessment Deadline: Week starting 14th May 2018

Rationale

This module aims to build your individual working processes and practical development to a final project conclusion that displays your knowledge, experience and understanding within visual communication. The work you produced in the Advanced Professional Practice module should be used as a basis for your work in this project. Remember to keep these following points at the core of your major project work:

1. What are you trying to say? What is the message that your work is going to communicate?
2. Who are you saying it to? Who is your target audience?
3. How are you going to say it? What is the best visual means to communicate the message?
4. How will you evaluate and rationalise your outcomes? How will you reflect on your creative process?

Your major project work will need to further explore the areas above and then be able to bring then to a conclusion.

Module Aims

The module aims to develop a sustainable art and design practice locating creativity within a broader cultural context. The module will develop an understanding of practical application within visual communication.

The module aims to provide an opportunity to develop an extensive portfolio of work or full-scale project, which would normally be presented/exhibited in the public arena. The module will enable the students to develop a clear trajectory of artistic visual enquiry for user centered problems.

Learning Outcomes

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

1. Critically analyse and interpret visual research, through the development of personal creative strategies, leading to the creation of a substantial body of a considered visual practice.

2. Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret methods of visual communication.
3. To acquire expertise within a chosen field of practice incorporating, conceptual, theoretical and speculative thinking, experimentation, visual analysis and practical deployment of materials and methods, leading to a public output.

Indicative Content

- Speculative thinking and experimentation
- Visual analysis
- Advanced workshop skills and processes
- Sustained practical engagement
- Exploration into the different methods and theories of visual communication
- Application of appropriate methods and avenues of visual language that target the desired wide or focused social demographics.

Assessment Criteria

Assessment Component 1 – 100%

Coursework portfolio 18000 word equivalent
An extensive portfolio of work or a major public exhibition of work.

Exemplar

To create an extensive portfolio of work or full-scale project for public display, this would typically include a comprehensive and cohesive body of creative practice with a clear intellectual rationale. This could, for example take the form of a body of designs/illustrations/paintings/photographs/prints/objects/moving image that visually respond to a user centred communication problem or advanced research theme. Solutions may be primarily but not exclusively based in print, craft, digital, interactive, video, or animation.

Formative Assessment

Formative assessment gives you feedback on the progress you are making during the module. It can indicate recommended action midway. It may include group critiques and an indicative mark.

Assessment Strategy

Your assessment is broken down into the following areas. A short description has been included for each area to show what will be considered within each section.

All assessment areas indicated carry an equal weighting when being calculated into the final module mark (unless otherwise stated in the design briefs).

Research & Analysis: Systematic exploration and selection of sources; effective interpretation and evaluation of findings.

Development: Formulation of innovative and effective concepts through appropriate application of problem solving, creative experimentation and testing methods.

Technical Skill: Effective utilisation of appropriate materials, tools and techniques and the level of skill demonstrated in their application to the realisation process.

Subject Knowledge: Understanding and application of concepts and underlying principles associated with the discipline and the specific context of study.

Presentation & Communication: Clarity and effectiveness in the deployment of appropriate media to communicate a message relevant to specialist and non-specialist audiences.

Personal Learning & Development: Personal responsibility demonstrated in managing own learning through programme engagement, self-directed study and reflective practice.

Professional Practice: Demonstrates those attributes expected in professional practice including individual initiative, project management, collaborative working and inter-personal skills.

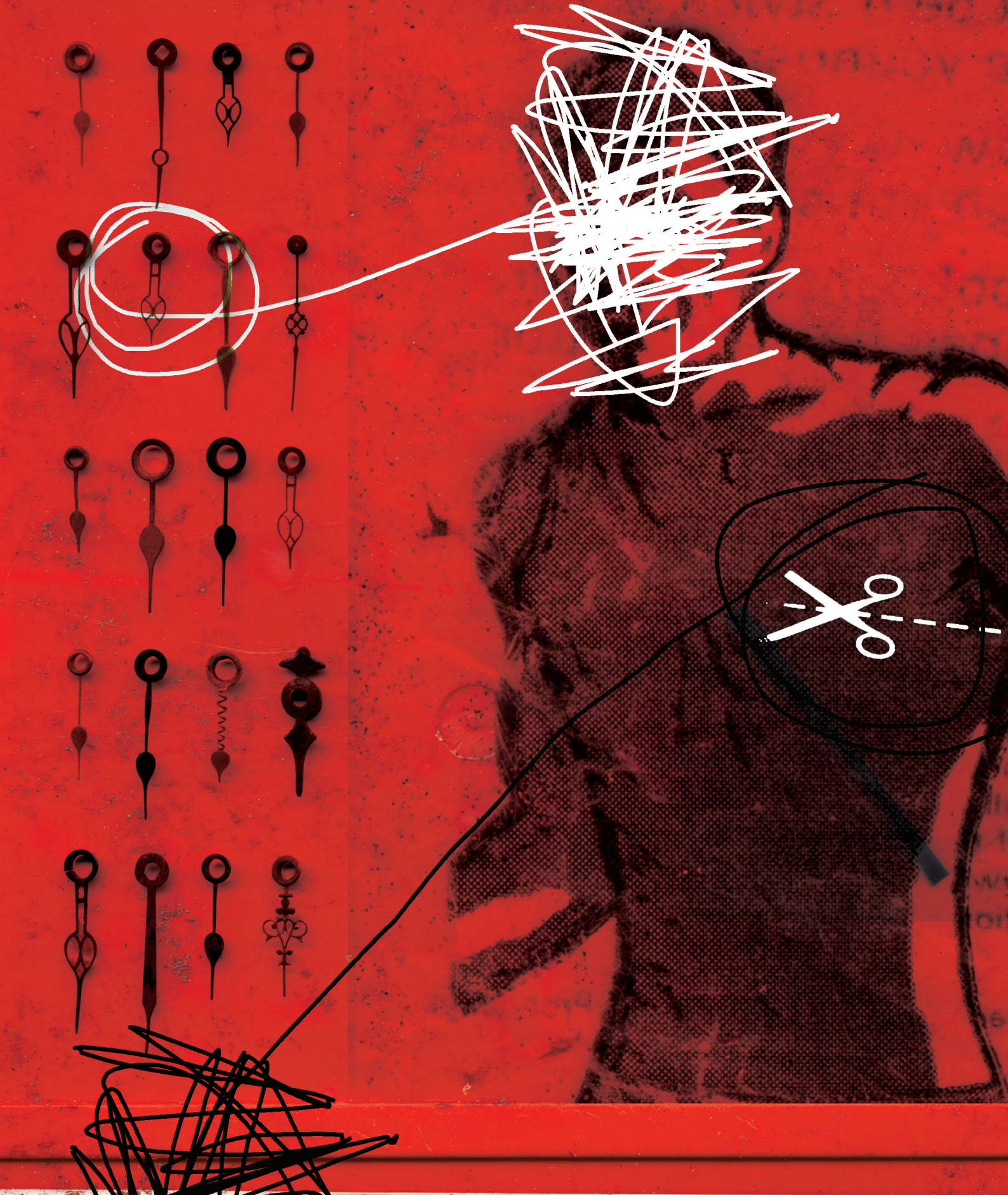
Submission Information

Details of what is required for the submission of work for this module will be outlined in detail in the module design brief/briefs.

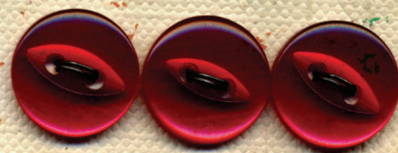
Late submission penalties must be applied to work that is not submitted by the published deadline. Work submitted up to 1 week late: maximum mark of 50% for first attempts; 0% for re-assessment

Late submission penalties may be lifted only with the approval of the Extenuating Circumstances Panel.

Work cannot be accepted more than 1 week after the submission deadline.



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One in a Million: $\bullet \times 999,999 + \bullet$

Weekly Schedule		
Week 1	15/01/2018	Project Briefing.
Week 2	05/02/2018	Project tutorials. See timetable sheet for details.
Week 3	12/02/2018	DESIGN WEEK.
Week 4	19/02/2018	Project tutorials. See timetable sheet for details.
Week 5	26/02/2018	Project tutorials. See timetable sheet for details.
Week 6	05/03/2018	Project tutorials. See timetable sheet for details.
Week 7	12/03/2018	Project tutorials. See timetable sheet for details.
Week 8	19/03/2018	Project tutorials. See timetable sheet for details.
Week 9	26/03/2018	Project tutorials. See timetable sheet for details.
Easter Break		
Week 10	23/04/2018	Project tutorials. See timetable sheet for details.
Week 11	30/04/2018	Project tutorials. See timetable sheet for details.
Week 12	01/05/2018	Project tutorials. See timetable sheet for details.
Week 13	07/05/2018	Bank Holiday Major Project Deadline.
Week 14	Week Starting 14/05/2018	Viva Assessment. Major Project Deadline. Dates and times to be confirmed.

Attendance Policy

All students are required to attend all scheduled classes and tutorials and Faculties will record individual academic attendance on a weekly basis.

Contact points will be specified for each programme, taking into account the structure of the programme and the scheduled timetable. Disciplinary action will be taken for any sustained periods of unauthorised absence. Students who have a legitimate reason for unexpected absences (including the instance of illness or injury) must provide evidence to their Tutor, London Student Services or Faculty Office, as appropriate, immediately following their return, to ensure that it is noted as authorised leave.

Wherever possible, students should request permission through their Tutors, London Student Services or Faculty Office in advance of any absence, completing the appropriate forms to explain the circumstances that require this. Although short authorised absences are not normally counted against the student, these are taken into consideration in the annual review of each student's cumulative attendance (see below). Confirmation of authorised absence will be lodged on each student's record.

If a student does not provide any reasonable justification for periods of unauthorised absence, fails to respond to initial and/or final Attendance Warning Letters, and/or the required actions agreed at meetings with academic staff, and does not improve their attendance record, the Faculty will ask the Registry to withdraw the student.

Each student's cumulative attendance (%) will be reviewed during and at the end of each academic Term. The required level of attendance will be defined by the Faculty/campus taking into account the level of study, structure of the programme, and scheduled timetable. Initial and Final Warning letters will be issued for low levels of attendance to advise her/him that attendance is below the level expected by the University and that, if poor attendance continues, this may lead to the individual being withdrawn from the programme. Very low levels of attendance for an academic Term will lead to immediate withdrawal.

Unfair Practice and Plagiarism

Plagiarism is passing off, or attempting to pass off, another's work as your own. It includes copying the words, ideas, images or research results of another without acknowledgement, whether those words etc. are published or unpublished. It is plagiarism, for example, to copy the work of another student, or a member of staff or a published article without crediting the author. The guidance that follows explains what is meant by plagiarism, describes the University's regulations for dealing with it, and provides help in avoiding it.

More information on plagiarism is available in the University Regulations: Student Guide (<http://www.uwtsd.ac.uk/academic-office/university-regulations-student-guide>).

How to avoid plagiarism

The easiest way to avoid plagiarism is to have a good dialogue with your academic staff. This is done by regularly attending classes and discussing the progression and development of your work.

The golden rule is; 'if in doubt, provide references'. Consult your tutors if you have any problems, in particular with the method of citing books and articles, which may differ from subject to subject. There are no penalties for asking for advice and guidance; there are severe penalties for plagiarism!

More information on how to avoid plagiarism is available in the University Regulations: Student Guide (<http://www.uwtsd.ac.uk/academic-office/university-regulations-student-guide>).

Extenuating Circumstances

A student who believes that his/her performance in or ability to complete an assessment has been adversely affected by extenuating circumstances may request that those circumstances are taken into account by the University when determining the outcome of the assessment. Requests for consideration of extenuating circumstances are considered by a cross-University Extenuating Circumstances Panel.

For the purposes of this regulation, extenuating circumstances refer to immobilising ill health at the time of assessment, bereavement of a close relative or friend shortly before assessment, or other similarly profound experience or difficulty that is outside the control of the student. In respect of students in employment,

significant pressures from employers may also be considered as extenuating circumstances, where it can be demonstrated that these have been substantially greater than normal at the time of assessment.

More information on how Extenuating Circumstances is available on the University website (<http://www.uwtsd.ac.uk/academic-office/procedures-for-academic-appeals-complaints-and-other-student-cases>).

Bibliography

Essential

- Allan, Stuart (2006). Online News: Journalism and the internet. Open University
- Barrow, C, Barrow, P & Brown, R (2001). The business plan workbook – 4th Ed. Business enterprise guides: Kogan Page
- Martin, Roger (2009). The design of business: why design thinking is the next competitive advantage. Boston: Harvard Business School Press
- Parish, D. (2006). T-Shirts and Suits: A guide to the business of creativity, Liverpool: Merseyside ACME, - Electronically available at www.merseysideacme.com
- Smith, J & Butcher, J (2007). Essential Reporting: the NCTJ guide for trainee journalists, Sage Publications
- Stokes, David R. (2002). Small Business management - 4th ed, Continuum
- Wilkins, L. & Christians, C. G. (eds) (2008). Handbook of Media Ethics, Routledge, 1st edition

Recommended

- Banks, D & Hanna, M (2009). McNae's Essential law for journalists. Oxford: OUP, 20th Edition
- Hicks, Wynford, Adams, Sally, Gilbert, Harriet & Holmes, Tim (2008) Writing for journalism (media studies). Routledge, 2nd edition
- Brock, Chris (2002). Inspiring Web Design. AVA publishing,
- Lacey, Joel (2002). The Complete Guide to Digital Imaging. Thames & Hudson,

Journals

- Journal of Brand Management (Palgrave and Macmillan)
- Journal of Small Business Management (Wiley)
- Journal of Entrepreneurship (Sage)
- Journal of Innovation and Entrepreneurship (Springer)
- Art Monthly
- Artist's News Letter
- Art in America
- Frieze

Websites

- www.designcouncil.org.uk
- www.creativepublic.com
- www.artresources.co.uk
- www.artswales.org.uk
- www.artscouncil.org.uk
- www.designcouncil.org.uk
- www.artangel.org.uk
- www.g39.org/warp/website.cg
- www.tate.org.uk
- www.engage.org/engage-cymru
- www.engage.org
- www.g39.org
- www.chapter.org
- www.artesmundi.org
- www.missiongallery.co.uk
- www.glynnvivian.com
- www.elysiumgallery.com
- www.arnolfini.org.uk
- www.spikeisland.org.uk





Typographic Pasta Shapes

Helvetica

80pt Bold
Uppercase
Lowercase
Numerals

About Helvetica
Helvetica was designed by Max Miedinger and
Eduard Hoffmann at the Haas Type Foundry,
Switzerland in 1957.
Originally called Die Neue Grotesk, its name
was changed to Helvetica, which is Latin for
Swiss, in 1961.
It is one of the most widely used typefaces
in the world.
Helvetica is a sans-serif typeface, which
means it does not have a 'tail' or 'serif' on
the end of the letters.
This makes it very clean and modern.
It is also very versatile, and can be used
for a wide range of applications.
Helvetica is a true classic, and will never
go out of style.

