1. KentVision Code and title of the module

DESG4017 Design Culture

## Division and School/Department or partner institution which will be responsible for management of the module

Arts & Humanities (KSAP)

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 Credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring Term

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

Compulsory to the following courses:

BA (Hons) Graphic Design

BA (Hons) Spatial and Interior Design

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Demonstrate knowledge and understanding of important figures, their impact and influence on the development of twentieth and twenty-first century visual communication.
   2. Demonstrate a familiarity with a range of relevant theoretical and critical texts developing skills such as finding and using appropriate sources, producing a bibliography, developing an argument.
   3. Demonstrate an understanding of the media application and processes dissemination of images and visual artefacts.
   4. Identify and communicate connections between key figures, artefacts, texts and contexts.
2. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Manage and navigate information sources (both electronic and printed).
   2. Work independently to a given brief.
   3. Demonstrate flexibility of thought and an openness to alternative ideas and different ways of thinking.
   4. Communicate effectively (in writing, verbally and in a variety of media).
3. **A synopsis of the curriculum**

This module will provide a broad introduction to the important key people and ideas in the development of design culture from the twentieth century to the present day. This will include an exploration of designers, artists and media processes that have been significant in transforming our seeing and thinking.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

12. **Learning and teaching methods**

Total Contact Hours: 22

Private Study Hours: 128

Total Study Hours: 150

**13. Assessment methods**

13.1 Main assessment methods –

* Diagnostic Essay (2,000 words) 50%
* Essay (2,000 words) 50%

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

14. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods and methods of assessment**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Lecture | **x** | **x** | **x** | **x** |  |  | **x** | **x** |
| Seminar | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Diagnostic Essay | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** |
| Essay | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

15. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

16. **Campus(es) or centre(s) where module will be delivered**

Canterbury

17.  **Internationalisation**

This module examines and explores key examples of design, visual culture, media and fine art and introduces a critical structure of internationally-recognised theories and philosophies.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
| 21/12/2021 | Minor | 2022/23 | 1,10,13-14,16-17 | No |
|  |  |  |  |  |