1. KentVision Code and title of the module

DESG4018 Creative Communication

## 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)**

Autumn Term

1. **Prerequisite and co-requisite modules** **and/or any module restrictions**

None

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

Compulsory to the following course: BA (Hons) Graphic Design

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Identify, analyse and interpret communication problems and issues.

8.2 Utilise appropriate source/research material in the progression of ideas and concepts.

8.3 Review and evaluate the quality and appropriateness of decisions.

8.4 Select media, materials and visual strategies that communicate ideas and intentions.

8.5 Apply effective and engaging creative outcomes.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Be aware how to develop and nurture ideas from a variety of sources.

9.2 Communicate ideas/concepts in appropriate forms.

9.3 Apply critical judgement in resolving issues and problems.

9.4 Present outcomes that articulate intention.

1. **A synopsis of the curriculum**

In this module students will be introduced to creative methodologies that demonstrate a strategic response to resourcing the communication problem/issue/brief. It will consider the selection and shaping of ideas and concepts that advance intentions and solutions. The module will examine the responses and decisions that enable the articulation of an appropriate outcome.

## 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).

## Contact Hours

Private Study: 117

Contact Hours: 33

Total: 150

1. Assessment methods

13.1 Main assessment methods

100% Portfolio

13.2 Reassessment methods

Reassessment instrument: Like-for-like

1. 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* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| Workshops |  |  |  | **x** | **x** |  |  |  | **x** |
| Tutorials | **x** | **x** | **x** |  |  | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Portfolio | **x** | **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

In this module, there is an emphasis on visual judgement, and decision making alongside screen work, craft skills and manual dexterity

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

Canterbury

17. **Internationalisation**

Creative communication has developed and expanded into a global industry fuelled by Silicon Valley and the internet and the “attention” wars of social media. Communication and visual hooks are vital tools/weapons. However, the local and cultural specific remains important, although always in danger of being appropriated/incorporated as the “next communication flipping” by the tech giants. Students will be introduced to these complex communication strategies and agendas and their navigation.

**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 | 12-14,16 | No |
|  |  |  |  |  |