1. KentVision Code and title of the module

DESG4020 2D Design Fundamentals

## 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**

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 Generate design ideas, concepts, proposals in response to a brief.

8.2 Understand and use a range of design techniques and skills to create their own design work.

8.3 Have an understanding of the broader context of their practice within contemporary and commercial visual communication media platforms.

8.4 Experiment with and test design ideas and document the process.

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

9.1 Apply critical judgement in resolving issues and problems.

9.2 Be self-critical of work in progress, responding to the critical insights of others and investigating and assessing alternative methods and techniques.

9.3 Prioritise tasks and work efficiently on a project over a period of time.

9.4 Demonstrate flexibility of thought and an openness to new thinking.

1. **A synopsis of the curriculum**

On this module students will be introduced to a range of 2D design techniques, processes, essential skills, and understanding to enable them to quickly and confidently communicate their own design concepts and solutions in response to creative exercises and briefs. The skills taught on this module will be required, developed and deployed on many other modules throughout the course, and should be considered essential core skills. Graphics students will work in an open studio to establish a design ethos, where design is studied and seen to operate in the digital realm, on the page and spatially and environmentally in the physical realm.

11. **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: 33 (includes workshops and critiques)

Private Study Hours: 117

Total Study Hours: 150

13 **Assessment methods**

13.1 Main assessment methods

100% Portfolio

13.2 Reassessment methods

Reassessment instrument: Like-for-like

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** |  |
| Workshops | **x** | **x** | **x** | **x** |  |  | **x** | **x** |
| Critiques |  |  | **x** |  | **x** | **x** |  | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Portfolio | **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 craft skills and manual dexterity

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

Canterbury

17.  **Internationalisation**

The focus of this module will be on the techniques pioneered by the Bauhaus studios. European in terms of the historic modernist development of design across to the USA and onwards. Student thinking and practice will be informed by this international journey and the ongoing contemporary influence of those ideas initially disseminated by the mid twentieth century design diaspora and countered by Post Modern approaches and arguments.

**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 | 13-14,16 | No |
|  |  |  |  |  |