1. **Title of the module**

DIGM3410 (EL341) Graphic Design

1. **School or partner institution which will be responsible for management of the module**

School of Engineering and Digital Arts

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

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

None

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

BA in Digital Arts

BA in Digital Arts with a Year in Industry

MArt in Digital Arts

MArt in Digital Arts with a Year in Industry

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

8.1 Understand and conceptualise design problems critically and creatively and present

possible solutions verbally and in written form

8.2 Explore creatively practical and client-focused design solutions in various digital

contexts and platforms

8.3 Use relevant design software to implement the design solutions.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Use Information and Communication Technologies
   2. Present and communicate their creative and technical work in a timely manner
   3. Work in flexible, creative and independent ways and to think critically
   4. Learn effectively for the purpose of continuing professional development
2. **A synopsis of the curriculum**

This practice-based module introduces key principles of graphic design for the digital platform.  Practical work in the workshop is underpinned by tutorial lectures. Students will learn to conceptualise design problems and produce work using industry-standard software tools. Indicative topics include composition, use of colour and typography, placement of elements on screen, branding and poster and creative CV design.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Sherwin, D. (2010) [*Creative Workshop: 80 Challenges to Sharpen Your Design Skills*](http://resourcelists.kent.ac.uk/items/BD0FAE6B-240C-9949-CE6E-6C50D8173C2B.html?referrer=%2Flists%2F5F649188-47EF-CC37-D852-7E6C62ACE42E.html%23item-BD0FAE6B-240C-9949-CE6E-6C50D8173C2B), F+W

# Soto, D. (2011) *Know Your Onions: Graphic Design: How to Think Like a Creative, Act Like a Businessman and Design Like a God*, BIS Publishers

Samara, T. (2007) [*Design Elements: A Graphic Style Manual*](http://resourcelists.kent.ac.uk/items/5B0E2A79-402F-59FC-4A97-3FAD2552B5AB.html?referrer=%2Flists%2F5F649188-47EF-CC37-D852-7E6C62ACE42E.html%23item-5B0E2A79-402F-59FC-4A97-3FAD2552B5AB), Rockport Publishers.

1. **Learning and teaching methods**

30 Contact hours  
120 Private study  
Total hours 150

1. **Assessment methods**

13.1 Main assessment methods

Creative CV with supporting documentation – one page A4 size with 12 pages of supporting documentation (30%)

Poster and supporting documentation – one page A4 size with 20 pages of supporting documentation (70%)

13.2 Reassessment methods

Like-for-like.

1. ***Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |
| Private Study | x | x | x | x | x | x | x |
| *Tutorial lectures* | x | x |  |  |  |  |  |
| *Workshops* | x | x | x | x | x | x | x |
| **Assessment method** |  |  |  |  |  |  |  |
| *Creative CV and supporting documentation* | x |  | x | x | x | x | x |
| *Poster and supporting documentation* | x | x | x | x | x | x | x |

1. **Inclusive module design**

The School 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

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

Canterbury

1. **Internationalisation**

This module follows the latest practices and techniques in the graphic design industry. Graphic work by internationally renowned designers will be used in class for critiquing purposes.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 09/03/18 | Major | January 2019 | 7, 8-14 | No |
| 01/03/19 | Major | January 2020 | 12 | no |