Glasgow School of Art Course Specification
Course Title: Communication Design Studio 1

Please note that this course specification is correct on the date of publication but may be subject to amendment prior to the start of the 2023-24 Academic Year.

Course Code:	HECOS Code:	Academic Session:
UCMD101		2023-24

1. Course Title:
Communication Design Studio 1

2. Date of Approval:	3. Lead School:	4. Other Schools:
PACAAG April 2023	School of Design	N/A

5. Credits:	6. SCQF Level:	7. Course Leader:
80	7	Steve Rigley

8. Associated Programmes:
BA (Hons) Communication Design

9. When Taught:
Semesters 1 - 2

10. Course Aims:
• To provide a broad diagnostic experience which prepares students for study in Communication Design • To develop fundamental skills, creative processes and use of media in drawing appropriate for study in Communication Design • To develop practical and critical processes and working methods appropriate for study in Communication Design

11. Intended Learning Outcomes of Course:
By the end of this course students will be able to: Knowledge and Understanding 30% • Demonstrate an understanding of the fundamental creative processes and methods associated with Communication Design • Develop an outline knowledge of the fundamental characteristics of Communication Design Applied Knowledge and Understanding 50%

- Undertake a range of set projects exploring aspects of research, exploration and outcomes
- Demonstrate fundamental practical skills and processes associated with Communication Design
- Convey, present and evaluate ideas in a structured and coherent form using a range of communication methods

Professional Practice: Communication, Presentation, Working with Others 20%
- Use standard IT applications to process and obtain a variety of information
- Manage organization of work within set deadlines and develop safe working practices
- Exercise a degree of independence in carrying out set project work using a broad range of approaches to create responses

12. Indicative Content:

A broad range of projects exploring the fundamental characteristics, creative and technical processes associated with the Communication Design.

13. Description of Summative Assessment Methods:

Portfolio Submission

Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments)
Portfolio	Review of Portfolio Submission	100%	Semester 2: Wk 13

13.1 Please describe the Summative Assessment arrangements:

Students are required to submit a portfolio of 'Studio' work for summative assessment at the end of the Course. This is compulsory and must be submitted for the credits to be attained. Coursework components will be assessed in an integrated manner against a common set of assessment criteria.

14. Description of Formative Assessment Methods:

Portfolio Submission
Engagement with formative assessment is a mandatory requirement.

14.1 Please describe the Formative Assessment arrangements:

'Studio' work (portfolio) will be subject to formative assessment delivered by way of face-to-face and group tutorials.

15. Learning and Teaching Methods:

Formal Contact Hours	Notional Learning Hours
80	800

15.1 Description of Teaching and Learning Methods:

- Directed and self-directed study
- Practical workshop / technical demonstration
- ICT and Library Induction

Timetable: Available on the Virtual Learning Environment (VLE)

16. Pre-requisites:
None

17. Can this course be taken by Exchange/Study Abroad students?	No
18. Are all the students on the course taught wholly by distance learning?	No
19. Does this course represent a work placement or a year of study abroad?	No
20. Is this course collaborative with any other institutions?	No
20.1 If yes, then please enter the names of the other teaching institutions:	
N/A	

21. Additional Relevant Information:
N/A

22. Indicative Bibliography:
An expanded Reading List is available via Canvas. Key References: *A Smile in the Mind: Witty Thinking in Graphic Design* - Beryl McAlhone and David Stuart *Mythologies* - Roland Barthes *On Photography* - Susan Sontag *The Art of Looking Sideways* - Alan Fletcher *Ways of Seeing* - John Berger