

Glasgow School of Art Course Specification
Course Title: Communication Design Studio 3 Exchange

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:
UCMD301X		2023-24

1. Course Title:
Communication Design Studio 3 Exchange

2. Date of Approval:	3. Lead School:	4. Other Schools:
PACAAG April 2022	School of Design	N/A

5. Credits:	6. SCQF Level:	7. Course Leader:
40	9	Steve Rigley

8. Associated Programmes:
BA (Hons) in Communication Design

9. When Taught:
Either Semester 1 or 2

10. Course Aims:
<ul style="list-style-type: none"> • To engage with deep learning in the context of the students chosen subject specialism • To develop a subject specialist understanding of a Communication Design area • To develop skills in relation to the subject specialism • To develop formal presentation skills

11. Intended Learning Outcomes of Course:
<p>By the end of this course students will be able to:</p> <p>Knowledge and Understanding 30%</p> <ul style="list-style-type: none"> • demonstrate a broad understanding of the design process in relation to a subject specialism and how it can be applied to a range of different contexts • undertake analysis, evaluation and synthesis of ideas, concepts and matters raised by the subject specialist areas <p>Applied Knowledge and Understanding 50%</p> <ul style="list-style-type: none"> • undertake a range of subject specialist projects related to Communication Design contexts • identify and deal with subject specialist matters including any ethical or professional issues raised by the discipline

Professional Practice: Communication, Presentation, Working with Others 20%

- manage time and resources in relation to set project briefs and exercise safe working practices
- work under guidance and with others to develop a subject specialist understanding of a determined Communication Design area
- make formal and informal presentations to a range of audiences
- exercise autonomy in undertaking and interpreting set project work and draw on a range of sources to make objective judgements

12. Indicative Content:

A broad range of projects concerned with the acquisition of design skills and knowledge which support specialist discipline development.

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 1: Wk 13 or 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:

- one-to-one guidance and progress guidance
- group assessment Peer assessment

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
40	400

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)

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16. Pre-requisites:
None

17. Can this course be taken by Exchange/Study Abroad students?	Yes
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:
Year 3 Graphics
<i>Visible Signs</i> - David Crow
<i>Graphic Design - a Concise History</i> - Richard Hollis
<i>A Type Primer</i> - John Kane
<i>The Designer and The Grid</i> - Lucienne Roberts and Julia Thrift
<i>Visual Communication: From Theory to Practice</i> - Lucienne Roberts and Jonathan Baldwin
Year 3 Photography
<i>The Nature of Photographs - A Primer</i> - Stephen Shore
<i>Understanding a Photograph</i> - John Berger
<i>On Photography</i> - Susan Sontag
<i>Photographers Sketchbooks</i> - Stephen McLaren & Bryan Formhals
<i>Photography: A Critical Introduction</i> – Liz Wells
Year 3 Illustration
<i>The Shape of Content</i> - Ben Shahn
<i>Against Interpretation</i> - Susan Sontag
<i>Vitamin D: New Perspectives in Drawing (1 & 2)</i> - Emma Dexter
<i>Drawings & Observations</i> - Louise Bourgeois
<i>British Prints of the Machine Age</i> - Clifford & Ackley