

Glasgow School of Art Course Specification
Course Title: Communication Design Studio 4 (Essay)

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:
UCMD401		2023-24

1. Course Title:
Communication Design Studio 4 (Essay)

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:
100	10	Steve Rigley

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

9. When Taught:
Semesters 1-2

10. Course Aims:
<ul style="list-style-type: none"> To demonstrate the ability to undertake a sustained period of independent self-directed study at the threshold of professional practice To confidently apply appropriate design methods, materials processes and technologies through independent self-directed study in Communication Design To offer insights and specialist interpretations and solutions to matters raised by individual Communication Design interests

11. Intended Learning Outcomes of Course:
By the end of this course students will be able to:
Knowledge and Understanding 30%
<ul style="list-style-type: none"> Demonstrate an informed understanding of the design process and how Communication Design is developed using various research, analysis, exploration and interpretation methods and approaches Identify and define a self-directed project for a specialist and specified Communication Design context
Applied Knowledge and Understanding 50%

- Demonstrate in-depth subject specialist skills and knowledge relating to the characteristics, terminology and practice of a particular Communication Design area
- Offer insights and specialist interpretations and solutions to matters raised by individual Communication Design interests
- Use appropriate software to support and enhance specialist work (sourcing, navigation, selection, retrieval, evaluation, manipulation, management)

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

- Manage time and resources effectively and exercise safe working practices
- Work under guidance and with others to develop an individual position in relation to specialist Communication Design interests
- Communicate with, and make formal presentations to, informed and professional level audiences
- Deal with complex subject specialist matters including any ethical or professional issues raised by the discipline
- Exercise autonomy, initiative, individuality and judgement in undertaking self-directed project work

12. Indicative Content:

The development of a portfolio of projects which evidences a broad understanding of Communication Design for the subject specialist context and the wider domain.

13. Description of Summative Assessment Methods:

Portfolio Submission

Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments)
Portfolio	Portfolio Review	100%	Semester 2: Wk 14

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
100	1000

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:

Successful completion of Studio 3

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

21. Additional Relevant Information:

N/A

22. Indicative Bibliography:

An expanded Reading List is available via Canvas.

Key References:

Year 4 Graphics

Production Techniques for Graphic Designers - Alan Pipes

Detail in Typography - Jost Hochuli

Good: An Introduction to Ethics in Graphic Design - Lucienne Roberts:

How to be a Graphic Designer without losing your soul - Adrian Shaughnessy:

The Graphic Design Reader - Teal Triggs

Year 4 Photography

Fancy Pictures - Mark Neville

Signs & Images - Writings on Art Cinema and Photography - Roland Barthes

Perspectives on Place: Theory and Practice in Landscape Photography - Jesse Alexander

Regarding the Pain of Others - Susan Sontag

Photography Today: A History of Contemporary Photography - Mark Durden

Year 4 Illustration

What It Is - Lynda Barry

Notes on The Cinematograph - Robert Bresson

Design Literacy / Design Literacy (Continued) - Steven Heller

Catching the Big Fish - David Lynch

Image Music Text / Mythologies - Roland Barthes

