

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

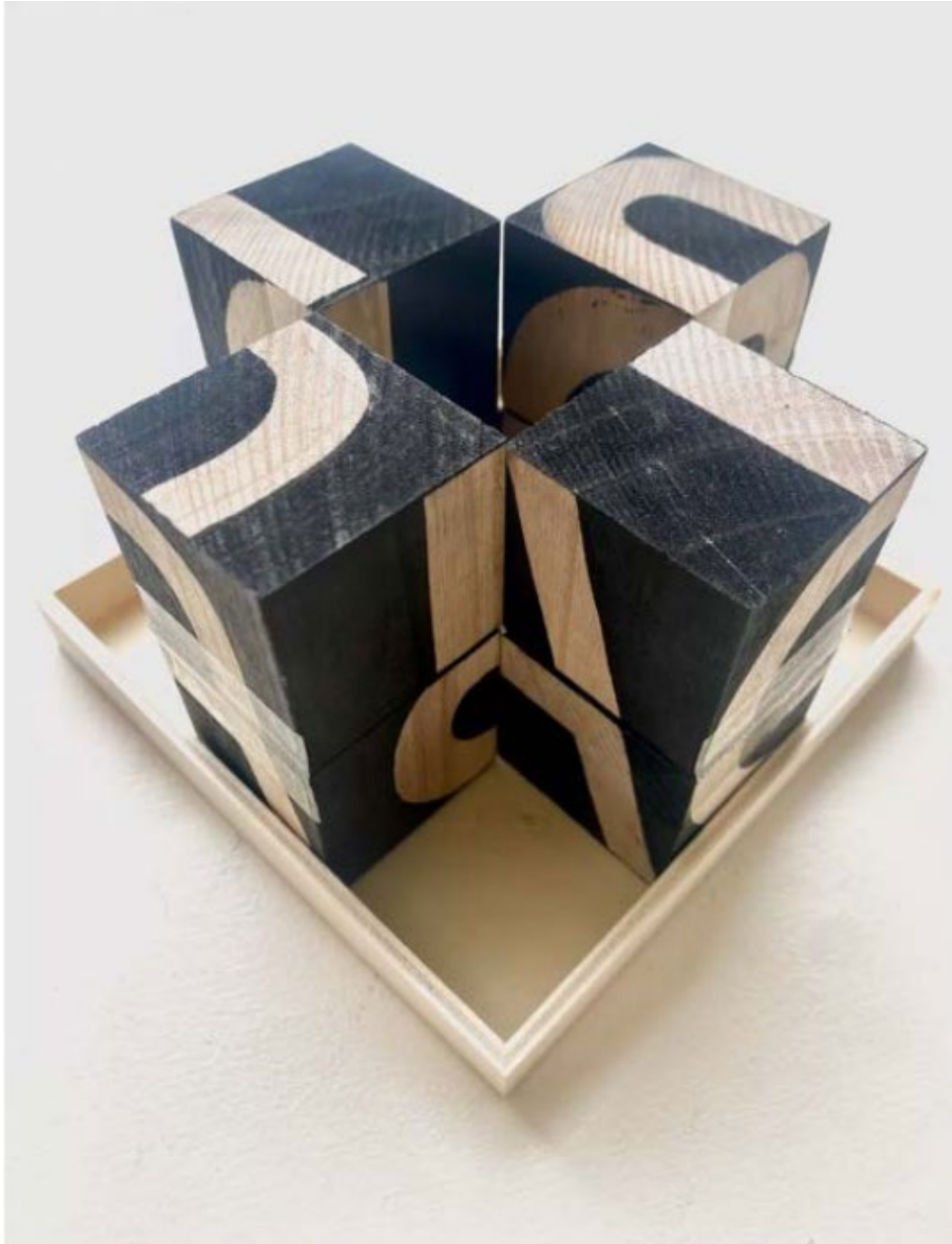


Image: Talia Mizrahi

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 2024-25 Academic Year.

Course Code	HECOS Code	Academic Session
		2024/5

Course Title	Communication Design Studio 1B
Course Contacts	Steve Rigley

Credits	40
SCQF Level	7
When Taught	Stage 1, Semester 2

Associated Programmes	BA (Hons) Communication Design
Lead School	Design
Other Schools	N/A
Date of Approval	Programme Approval February 2024

Course Introduction

This course supports students in extending their research, technical skills and critical approaches in the field of Communication Design. Delivered through a series of seminars, workshops, and set projects, Studio 1B encourages students to consider how primary and secondary research can inform the generation and development of ideas.

The course encourages and builds on curiosity, risk-taking, and playfulness. Students explore and interrogate their ideas through a range of familiar and unfamiliar material and processes to help strengthen technical skills and critical approaches, and tutorials, group crits and reviews, and presentations provide opportunities to receive and engage with feedback.

Students strengthen their communication and project management skills by delivering short presentations to peers and staff. The course provides a supportive space to engage with and discuss ethical, societal, and environmental themes that may emerge from studio practice or the broader domain of Communication Design.

Course Aims

The aims of this course are to:

1. embed research as part of practice
2. encourage the generation of ideas through curiosity and risk-taking
3. introduce a range of technical skills and critical approaches
4. encourage independent and collaborative learning
5. develop presentation and engagement skills
6. discuss key ethical, societal and environmental challenges

Course Intended Learning Outcomes

After successfully completing this course, students will be able to:

1. undertake basic primary and secondary research within the context of Communication Design practice
2. experiment and generate a variety of ideas when working with familiar and unfamiliar materials and processes
3. apply a range of technical skills and critical approaches
4. Manage project work within relatively prescribed resources using tutor and peer interaction and feedback to reflect and inform learning
5. communicate their ideas, both visually and verbally, to peers and staff
6. identify key ethical, societal and environmental challenges

Indicative Content

This course will introduce students to:

- approaches to primary and secondary research
- strategies for experimentation and idea generation
- basic practical skills and critical approaches appropriate to a range of project briefs
- methods to collate, document and present work
- features within GSA's Learning Environment and resources
- some of the ethical, societal and environmental challenges that face Communication Designers

Description of Learning and Teaching Methods

This studio course is designed as a project-based course. Project briefs encourage an independent, tutor-supported approach to directed and self-directed study.

A range of learning and teaching methods are used to support students to engage in an explorative and individual approach to learning. These include:

- briefings
- inductions and demonstrations
- technical workshops
- studio activities
- individual and group tutorials
- talks, lectures, seminars, and study visits
- group critiques and reviews, peer review, and presentations
- presentations and writing
- reflection and self-evaluation

Skills, including digital, material and technical resources, are introduced through inductions, demonstrations, and workshops.

Independent learning skills will be developed and supported through guided activities and digital online learning resources available on Canvas.

A variety of teaching and learning approaches, including in person, blended and online learning and delivery, are employed to support student engagement with the curriculum and the achievement of the intended learning outcomes.

Indicative Contact Hours	Notional Learning Hours
40	400

Description of Formative Assessment and Feedback Methods

Students are supported in their learning through a range of activities with staff and peers, such as workshops, reviews and tutorials offering ongoing formative feedback as they progress through the course.

Formative feedback supports students in developing and refining their project work towards submission for summative assessment.

Formative feedback offers students the opportunity to present the progress of their project work to staff and or peers, receiving feedback to support the development and refinement of their project work towards submission for summative assessment.

Description of Summative Assessment Arrangements

Summative assessment is designed to support students in reviewing, collating, and communicating work produced in response to project briefs and the various learning and teaching activities associated with the course.

Submissions are expected to include an annotated digital portfolio of work produced during the course, along with supporting physical artefacts – such as research and development work, prototypes and final outcomes – and a reflective self-assessment. In place of written annotations, students may opt to submit a short film and/or an audio recording.

Submissions are assessed against the Intended Learning Outcomes and the GSA Undergraduate Marking Scheme by the relevant staff teams and then moderated in line with the Code of Assessment, which outlines reassessment opportunities where a student has not passed the course. Written feedback is provided online. The assessment is supportive and constructive, identifying strengths and weaknesses, and offering guidance to inform future learning and direction.

Description of Summative Assessment Method	Weight %	Submission week
Students are required to submit a body of work produced in response to project brief/s and learning and teaching activities, which is assessed holistically against the intended learning outcomes for this course.	100%	Semester 2 Week 13

Exchange/Study Abroad

Can this course be taken by Exchange/Study Abroad students?

No

Are all the students on the course taught wholly by distance learning?	No
Does this course represent a work placement or a year of study abroad?	No
Is this course collaborative with any other institutions?	No
If yes, then please provide the names of the other teaching institutions	

Reading and On-line Resources

The course indicative reading and online resource list is accessible via [Key Links](#). This list will be reviewed and updated annually to reflect course content and subject developments.