COURSE SPECIFICATION DOCUMENT

Academic School/Department: Communications, Arts and Social Sciences

Programme: Art, Design and Media

FHEQ **Level:**   6

Course Title: Communication Design: Type

Course Code: ADM 6430

Course Leader: Professor Mary Robert

Student Engagement Hours: 120

Demonstrations and Practicals	33
Lectures	4.5
Tutorials and/or Group Critiques	7.5
Study Visits	
	_____
	45

Independent / Guided learning: 75

Semester: Spring

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description:
This course focuses on the theory and practice of communication design, with emphasis on type-based solutions. It introduces students to the concept of graphic design as a social activity and projects include book design, grid systems and poster design.
The course has an important theoretical component which includes visual culture and graphic design criticism.

Prerequisites: ADM 5210

Aims and Objectives:

The course adopts a practical and theoretical approach to contemporary graphic design, involving the production of work based upon design briefs. It will also introduce students to design criticism and visual culture studies, enabling them to question, frame and contextualize their work. By exploring the impact of popular culture, economy and technology on advertising and communication design, students will be able to understand the relationship between cultural, social and political production and graphic design. Students work on a series of projects, ranging from theory to practice, focusing on the creation of communication pieces with different scales and goals.

Students are expected to engage in discussions about their work both inside and outside the class sessions.

Classes are structured around studio practice, group and individual critiques. Students are expected to read, research and work around the subject outside of class in order to gain more knowledge of design, design theory and technical skills for specific graphic design software, both in order to complete assignments and as independent study. Note taking is encouraged within class.

Students should have a competent level of computer skills in software such as Adobe Photoshop, Illustrator and Indesign and be keen to explore graphic design software and manual (non-digital) techniques to solve a variety of design problems.

Programme Outcomes :
A5, A7, A8, B5, B6, B7, C1, C2, C3, C4, C5, C6, C7, C8, C9, C10, C11, C13, D1, D2, D4, D5, D6

A detailed list of the programme outcomes are found in the Programme Specification. This is located at: http://myrichmond.richmond.ac.uk/departments/artsandsciences

Learning Outcomes:
At the end of this course, successful students are expected to be able to:

- Develop a systematic understanding of the practical (namely software use) and conceptual processes involved in communication design.

- Critically reference graphic designers and design studios, design processes, techniques, terminology and current trends.

- Analyse graphic design and type from a cultural perspective, by criticizing and evaluating its importance, meaning and effectiveness.

- Produce a series of design work which reflects a synthesis of ideas and information, compiled in a portfolio for assessment.

Indicative Content:
- Typographic design theory and practice
- Research methodologies
- Reflective and evaluative skills
- Digital and analogue technical skills
- Software applications:
- Adobe Photoshop
- Illustrator
- Indesign

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media approved by Academic Council on 28 June 2012.

Teaching Methodology:
Progress in this course requires your full commitment. The course is structured around a number of practical design projects, student presentations and critiques. Students are expected to take an active part in the critiques by offering constructive criticism and opinion to their fellows. Group and one-to-one tuition will supplement classroom lectures, seminars, workshops and presentations.

Bibliography:

IndicativeText(s):
Bonsiepe, Gui, *Design and Democracy*, Design Issues, Spring 2006, Vol. 22, No. 2, 2006

Journals
Eye, Adbusters, Cabinet, Creative Review, Print, Baseline Magazine, Back-cover

Web Sites
www.designobserver.com
http://blog.eyemagazine.com/
www.manystuff.org/
www.creativereview.co.uk/cr-blog
http://www.thegridsystem.org/

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry