

<b>Module Title:</b>	Creative Studio 2
<b>Language of Instruction:</b>	English
<b>Credits:</b>	20
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">2 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	Lectures, Tutorials, Demonstrations, project work, case studies, videos, problem solving, field trips.
<b>Module Aim:</b>	Using project based approach, students engage in the design and development of surface based visual design from research to ideations to planning to evaluation and production. Project based learning is used to provide exposure to the processes involved in various surface design projects incorporating environmental and wayfinding design, advertisement and branding design, packaging design, illustration, typography, publishing design and portfolio creation. Project briefs are provided and developed by students providing structure of content and process but also allowing for experimentation and exploration of ideas and concepts.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate a specialised understanding of the various graphic design principles and processes
LO2	Be able to make independent informed evaluated decisions based on analysis and research within the graphic design process from ideation to production, considering multiple possibilities through various stages of a project.
LO3	Demonstrate knowledge and exposure of the major developments and current research in visual design both nationally and internationally
LO4	Create work that demonstrates a variety of technical and conceptual skills in visual design while choosing appropriate media that fits the design solution
LO5	Develop creative ideas into design strategies that meet a project brief and present and communicate the outcomes effectively.

Pre-requisite learning
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>
No recommendations listed
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>
No incompatible modules listed
<b>Co-requisite Modules</b>
No Co-requisite modules listed
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>
No requirements listed

## Module Content & Assessment

### Indicative Content

#### Mapping and Wayfinding Design

Research, Design, Develop and produce an illustrated wayfinding and mapping solution that guides visitors through a select 'trail' in a town of your choosing. Considerations in the design process are: Design principles. Design process. Environmental graphic design, the end user experience, goals of the project, synergy between the mapping and the signage, positioning of the map and signs, media that the map will be displayed, scale and size of the end products, hierarchy of content, typography, symbols, colour.

#### Advertisement Campaign

Develop an advertisement campaign to promote awareness of an organisation. Undertake desk research (background research of the organisation) Produce creative ideas for the design solution based on brand/identity, research and media channels. Manage the project workflow.

#### Major Project

Develop a major project of personal investigation. Identify a problem, through research, concept generation and development produce a major project that incorporates various elements from packaging, print, brand, user interface, typography, wayfinding, illustration, advertising design that solve the problem outlined in initial research.

#### Illustration

Research one illustrators/Designer/Design Movement. Simultaneously research a city or region that interest you, their cultural, historical or iconic sites or features. Design and illustrate a limited edition 'disposable coffee cup' that celebrates the region in the style of the illustrator/designer you have chosen.

#### Brand Design

To select/locate an existing logo/brand identity in your locality that is need of re-design. working through the design process of: empathy, define, ideate, prototype and test to re-design the logo.

#### Packaging Design

Identify a specific demographics purchasing habits and power, Design and develop a product packaging range aimed at this demographic.

#### Conference

Exposure to design creatives of international recognition through off campus visits.

### Assessment Breakdown

	%
Continuous Assessment	100.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The studio environment in year three is designed to simulate a real world studio environment and integrates learning of design principles and processes, project management and communication and collaboration skills. Students are further encouraged in year three to experiment and explore with creative ideas and responses to the project briefs. Projects are based around visual design. Briefs include designing for print, brand, advertising, packaging, signage, illustration, publishing, typography and wayfinding design.	1,2,3,4,5	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

**Module Workload**

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Studio Based Learning	Every Week	4.00
Independent Learning Time	Every Week	12.00
Total Hours		16.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	<a href="#">Bachelor of Art (Honours) in Visual Communications and Design</a>	5	Mandatory
CW_HWVCD_D	<a href="#">Bachelor of Arts in Visual Communications and Design</a>	5	Mandatory