

Module Title:	Creative Studio 3
Language of Instruction:	English
Credits:	20
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	Lectures, Tutorials, Demonstrations, project work, case studies, videos, problem solving, field trips.
Module Aim:	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	Develop a good understanding of the various graphic design principles and processes
LO2	Develop a capacity to make informed evaluated decisions concerning the design ideations and developments within graphic design from ideation to production, recognising the importance and influence of stakeholders
LO3	Have 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
LO5	Choose appropriate media that fits the design solution
LO6	Develop creative ideas into design strategies that meets a project brief
LO7	Demonstrate how to engage with multiple possibilities through various stages of a project
LO8	Demonstrate how to explore ideas and concepts through a creative process, and make informed design decisions based on analysis and research
LO9	Accept accountability and responsibility for your work and as part of a group
LO10	Present and communicate designs effectively

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

Portfolio

A portfolio that features the work created in the academic year. Develop a cohesive concept that includes branding and identity that distinguishes your work and tells a story with skills, incorporating a range of creative ideas developed through graphic designs. Present the portfolio through a print and digital format. Plan and create a PDF portfolio. Defining the goals and uses of a portfolio. Develop a cohesive concept. Develop layout and sequence of portfolio. Package multiple documents. Decide on form/material of the portfolio.

Illustration

Concept, Design and Develop a Book illustrations. Show an understanding of character development and production, idea generation, undertaking research, sketchbook development, Digital Illustration.

Publishing Design

Design and develop a magazine, through the design process develop and produce a defined layout and typography style that maps to the target audience. selecting and formatting images where appropriate in line with the target audience. Setting up production files for various media.

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, User Interface, illustration, publishing, typography and wayfinding design.	1,2,3,4,5,6,7,8,9,10	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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	4.00
Total Hours		4.00

