Module Title:	Creative Studio 1
Language of Instruction:	English

Credits:	20

NFQ Level:	6

Module Delivered In	[2 programme(s)](#)

Teaching & Learning Strategies:	Lectures, Tutorials, Demonstrations, project work, case studies, problem solving, field trip

Module Aim:	Using project based learning, students will engage in the design and development of engaging design solutions to creative briefs. Project briefs are provided and provide structure of content and process but also allow for experimentation and exploration of ideas and concepts. Student will work in a studio based environment, and using the design process to take work through each of the design stages from concept to completion. Communication and collaboration with other students and staff will allow for ongoing critiques and evaluation.

Learning Outcomes

On successful completion of this module the learner should be able to:

LO1	Recognise and examine each of the steps of the design process. Apply each of the stages of the design process to your work. Use an adaptive approach to design and the design cycle. Use experimentation and exploration guided by research, and influenced by industry standards, trends, and current styles.
LO2	Demonstrate through application the importance of typography, layout, colour theory, scale, alignment and hierarchy. Understand the use of marketing persona's and how these will influence you design decision, at each stage of the design process.
LO3	Develop good technical skills, procedures and practices, needed to operate in the design studio environment. Engage in software training, enhanced photography skills, print technology and paper based skills and prototyping
LO4	Use problem solving skills to create engaging design solution that operate across multiple platforms, and fulfill or exceed the design brief. Engage in peer and staff reviews and critiques to allow for enhancement and evaluation of the solution.
LO5	Engage in the studio based environment, allowing for group and peer feedback and collaboration. Develop skills in project and time management, team engagement.

Pre-requisite learning

Module Recommendations
This is prior learning (or a practical skill) that is recommended before enrolment in this module.

No recommendations listed

Incompatible Modules
These are modules which have learning outcomes that are too similar to the learning outcomes of this module.

No incompatible modules listed

Co-requisite Modules

No Co-requisite modules listed

Requirements
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.

No requirements listed

Module Content & Assessment

Indicative Content

Logo Design
Understand the principles behind good logo design. Investigate the importance of logo design in both branding and marketing Understand the influence of colour and layout on the development of logo design and branding. Image making technical skills

Typography
Recognise the role typography plays in the field of design. Investigate the intrinsic elements that make up typography. Translate this knowledge into effective solutions to create effective typography that can be used across a range of media. Understand the importance of information hierarchy, and tone of voice, and the role typography plays in both of these.

Information Design
Using an effective information strategy, visualise information and data to be effective for a chosen target market or audience. Employ design principles to guide the layout, structure and hierarchy of information for better readability and comprehension by the user.

Image Creation
Engage in an experimental approach to the creation of images and artwork. Combine various methods and technologies to create new, exciting and effective images, that can be used through your design projects.

Desktop Publishing
Using an iterative approach to the design cycle, engage and create bespoke solutions to creative problems in the area of DTP. Employ guiding principles to allow for the creation of effective, engaging and target specific layout. Translate a creative and unique approach to image creation, illustration, typography and layout to achieve an effective bespoke solution.

Assessment Breakdown	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Create a series of design solutions and assets to creative design briefs	1,2,3,4,5	100.00	Sem 2 End

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	5.00
Independent Learning	Every Week	10.00
	Total Hours	15.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	[Bachelor of Art (Honours) in Visual Communications and Design](#)	3	Mandatory
CW_HWVCD_D	[Bachelor of Arts in Visual Communications and Design](#)	3	Mandatory

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