Module Title:	Branding and Exhibition
Language of Instruction:	English

Credits:	5

NFQ Level:	8

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	The learner is immersed in a range of collaborative, problem-solving activities, to investigate and evaluate where design can propose solutions for commercial and social benefit. The holistic, student-centred, studio-based approach, facilitated by faculty, is intended to negotiate, facilitate and guide learner engagement and scaffold a deep-learning using the following strategies: • Lectures, • Studio-based learning, • Peer-to-peer group/team learning, • Industry/partner collaboration, • Seminars, • E-Learning, • Presentation, • Workshop, • Facilitated peer-to-peer critique/review, • Self-directed independent learning,

Module Aim:	The aim of the module is to research, define, evaluate and synthesise complex communications for the contemporary design environment. The learner will explore their personal design values to define and present a professional identity. The module provides the supportive framework to synthesise and deliver on a personal and project communication plan for a range of design problems

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

LO1	Demonstrate a broad understanding of communications and refined skills and sourcing know-how to facilitate excellent design presentations using a variety of medium to make compelling, clear and creative visual communications
LO2	Interpret the core communications required for the given project and consider a variety of audience readings in the strategic organisation of information and graphics.
LO3	Develop a brand communication and theme and plan for physical and digital showcase / exhibition of designed artefact, project and group narratives.
LO4	Expand the definition of their core values as a professional designer and present a personal integrated professional design identity and narrative

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

Personal Identity & Narrative
Define and develop a professional identity, narrative. and personal communication for application to print and online communication. Personal Brand 1 – Logo, Personal Brand 2 – Applications & Portfolio, Online presence. Online presence documenting design process and portfolio.

Project Identity & Narrative
Synthesis a project identity and narrative. Information Flow (Story & User). Source appropriate visual, graphic, advertising reference. Consider how to market/advertise your product in creative ways. Apply identity to all design elements. Information Flow (Story & User). Name your product. Create a product brand.

Exhibition / Showcase
Showcase / exhibition planning considering the physical space external / internal, lighting, interactions, sound / film and constructed elements. Develop showcase / exhibition strategy for delivery and promotion / communication. Considering user experiences, walkthroughs and wayfinding. The learner will also consider ways of displaying project and artefact elements. Online showcase planning considering audience, narrative, communication, content and user experience / interaction design. Learners plan, develop, curate and mount a showcase of their year's work for online and in person viewing.

Project Communication
Project communications on MDP and HDP. Final proofing of showcase / exhibition. Printing & production of material and engagement with internal and external printing resources. Final proofing of digital showcase of project work. The learner will consider audience and align communication strategy and creative delivery approaches across various communication mediums.

Infrastructure Resources
Design Studio – a dedicated space designed to allow for studio based learning. This space is specific to a particular learning group. While used to deliver studio based education the space is available to be used outside the time frame of the working day. It provides a safe learner driven, peer-reviewed environment, supported on a one-to-one basis. It supports the synthesis of parallel concurrent modular knowledge, skills and competency with prior learning & personal aesthetic judgement, to resolve specific design research question/s.

Computer Plotter Printer Resources
Learner requires access to studio and dedicated lab computers facilities. There should be access to printing and plotting facilities in order to complete projects. The studio must also be fitted with good quality projector, document visualiser and sound equipment for delivery of hybrid approaches. The studio should be fitted with computers capable of running creative design software

Computer Software Resource
Adobe Creative Cloud Suite, including Illustrator, Photoshop, InDesign, Premier Pro, After Affects Xd etc.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Draft project print communication linked to HDP Phase Three Product Architecture & Proof of Concept. learners must deliver a communication board demonstrating synthesis of the design process and a deep understanding of the design proposal. The board will form a first draft communication of graphic style and communication and narrative flow and include project / exhibition branding.	1,2	30.00	Week 23
Presentation	The learners will complete a final communication board for HDP that visually conveys their design solution and detail in relation to user needs following a defined graphic style and branding. The board will communicate essential elements of the HDP design from a user, context, technical, innovation and commercial perspective.	1,2,3,4	70.00	Week 30

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	5.00
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DHPDI_B	[Bachelor of Arts (Honours) in Product Design Innovation](#)	8	Mandatory