

Module Title:	Creative Studio 3
Language of Instruction:	English
Credits:	40
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	Lectures, Tutorials, Demonstrations, project work, case studies, videos, problem solving, field trip
Module Aim:	Within a studio based environment using problem based learning, students are immersed in visual design and problem solving. Students deal with project based briefs to create conceptual solutions and industry level results. Understanding the design cycle, technical requirements, and industry practices, students become ready for a career in the visual communications.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Synthesis the complexities of design theory and practice into real world design production. Realise the interdisciplinary nature of design, and role it plays in the large digital landscape. Appraise and engage in real world research into development and processes in the design industry. Reflect and employ the current styles, practices and processes used in the design industry.
LO2	Analyse critically one's own work and that of others and be able to formulate confident, independent judgements based on research, analysis and criticism.
LO3	Demonstrate specialised knowledge of design principles, and the design process. Demonstrate the capacity to analyse, synthesise, summarise and critically judge information, in relation to effect design solutions.
LO4	Use critical thinking and the design process to synthesis bespoke design solutions to various design problems, through appropriate research methods, and critical analysis of existing knowledge to generate new ideas, products, or processes.
LO5	Create a design focused portfolio that reflects an understand of design principles and demonstrates ability, synergy, style and flare. Portfolio should showcase an ability to communicate information and ideas effectively to multiple audiences using a variety of media and formats.

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

Design Briefs

Students will engage with a series of design briefs that will both challenge and engage the learner. The briefs will allow students to expand various skills they have already learned, while pushing their conceptual boundaries and technical knowledge. The project will allow the learner to investigate many different avenues within design, expanding their digital skills and enhancing their creativity, while producing work aimed towards a high end portfolio. Using industry standard and relevant briefs, students will prepare themselves for working in the creative industry, they will engage in active visual research, adapt to current trends. The student will enhance their technical skills, dependent on the direction their project takes, adapting their skill set to achieve their solution. Design briefs can range from logo and corporate identity, advertising, signage, packaging, video and animation, branding, typography, layout design, editorial, GUI and interface design. Students will be required to complete all artwork, photography, illustration that are needed to achieve their design solution.

Portfolio

Create an industry standard portfolio. That showcases your understanding of design and demonstrates your ability to creatively problem solve through visual communications. Create both a print and digital portfolio that showcases your understanding of design and demonstrates your ability to create engaging, and effect design work.

Major Project

Student will undertake a major design project. The design brief will be written and self-directed by the learner, allowing them to investigate a major field of study. They will take on all research, design and development necessary to create a solution that will showcase their ability and design skills. They will take the project from concept to completion, while self-analysing the work and the process and their solution. The final products will be finished to the highest professional standards, resulting in a final degree showcase.

Conference

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

Critical Analysis

Working in a studio environment, students will complete a series of presentation as a method of self and peer critical analysis. This analysis allows the student to sharpen the effectiveness of their visual communication, while enhancing their presentation skills. The learner will approach all projects in an iterative reflect approach, allowing for analysis and adaption at each stage of the design brief.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners will engage in a series of creative project briefs that enhance and further creative design skills	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
Lecture	Every Week	4.00
Assignment	Every Week	12.00
Total Hours		16.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	7	Mandatory