Module Title:	Creative Studio 4
Language of Instruction:	English

Credits:	40

NFQ Level:	8

Module Delivered In	No Programmes

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

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

LO1	Demonstrate a thorough and selective knowledge and focused critical understanding of the works of other practitioners, appropriate to the learner's creative development.
LO2	Understand the complexities of theory and practice in design
LO3	Advanced knowledge and understanding of the interdisciplinary nature of design
LO4	Demonstrate the capacity to analyse, synthesise, summarise and critically judge information
LO5	Demonstrate specialized knowledge of design principles
LO6	Develop current knowledge in relation to the real world professional practice of visual communications
LO7	Develop current knowledge in relation to the real world professional practice of corporate advertising design
LO8	Demonstrate creative thinking through the application of existing knowledge to generate new ideas, products, or processes.
LO9	Demonstrate skills in managing a project, develop and work to a timeline
LO10	Create a style guideline that reflects branding and identity
LO11	Create a portfolio that reflects an understand of design principles and demonstrates ability, style and flare
LO12	Visualise personal concepts at every stage of the creative process, through to the realisation of the finished work
LO13	Demonstrate creative thinking through the application of existing knowledge to generate new ideas, products, or processes.
LO14	Demonstrate problem solving and critical thinking through the identifying and defining authentic problems and significant questions for investigation.
LO15	Demonstrate an ability to evaluate appropriate content through research methodologies and critical analysis.
LO16	Analyse critically one's own work and that of others and be able to formulate confident, independent judgements based on research, analysis and criticism.
LO17	Communicate information and ideas effectively to multiple audiences using a variety of media and formats
LO18	Take responsibility for managing personal learning.
LO19	Develop strengths through taking risks and reflecting on outcomes. Demonstrate proficiency in observation, investigation, enquiry, visualisation and making.

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

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 word 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, dependant on the direction their project takes, adapting their skill set to achieve their solution. 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. 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.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	n/a	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	n/a	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19	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
	Total Hours	4.00