

PRTC H3707: Professional Design Practice

		University				
Module Title:		Professional Design Practice				
Language of Instruction:		English				
Credits:	5					
NFQ Level:	NFQ Level: 7					
Module Delivered In		No Programmes				
Teaching & Learning Strategies:		Students are expected to attend and participate in all formal timetabled classes, where they will be exposed to lectures, presentations, project work and engage in problem solving.				
Module Aim:		Using Project based Learning students are exposed to professional practices within the design industry. Students engage in documenting their workflow and project work, developing and presenting both visual and verbal information to enhance their communication skills and identifying career opportunities.				
Learning Ou	tcomes					
On successful completion of this module the learner should be able to:						
LO1	Demonstrate and document professional design planning as part of the project life cycle of a design project.					
LO2	Understanding of how to present design research, concepts and solutions to a potential clients.					
LO3	Ability to explore how statistics and information can be represented with graphics that are engaging and informative to a potential client.					
LO4	Understand how to set and define graphic guidelines to create a guide for a graphic identity.					
LO5	Demonstrate how to develop a personal brand that is directed towards specific career opportunities.					
Pre-requisite	elearning					
	ommendations earning (or a prac	ctical 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						



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Module Content & Assessment

Indicative Content

Design Style Guide

Using a logo previously designed. Produce a style guide for that logo. Included should be a strategic brand overview, logo variations, correct and incorrect versions, spacing guidelines, colour codes for different media, typography variations and family, layout, copywriting guidelines, accompanying imagery.

Presentation

Design a innovative and informative presentation that conveys information in an engaging way. Taking a subject of interest, compare and contrast information associated with this subject and present it in a way that engages the end user. Both verbal and visual skills are considered.

Design Report Write a report outlining the design process of the major project associated with creative studio 3 module.

Portfolio

Build a portfolio that features work created so far in this course. Develop a cohesive concept that includes branding and identity that distinguishes the students work and tells a story. Identity how to tailor a portfolio towards a specific career area of interest.

Assessment Breakdown	%	
Project	100.00%	

No Continuous Assessment

Project							
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date			
Project	Each brief is assessed within the briefs allocated time frame, each assessment will be an opportunity for the student to focus on their work and evaluate their own process and development. Feedback will be given during and after the completion of assignments. A detailed rubric of assessment will be used to identify students ability to meet the learning outcomes.	1,2,3,4,5	100.00	n/a			
No Practical							

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment



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Module Workload

Workload: Full Time					
Workload Type	Frequency	Average Weekly Learner Workload			
Lecture	Every Week	1.00			
	Total Hours	1.00			