DSGN H3703: Professional Design Practice

Module Title:	Professional Design Practice
Language of Instruction:	English

Credits:	10

NFQ Level:	7

Module Delivered In	2 programme(s)

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:	To Prepare students for various career paths within the design industry. students will undertake an array of assignments geared at preparing them for the design industry. 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 Outcomes	
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	Be able to present design research, concepts and solutions to a potential clients.
LO3	Be able to set and define graphic guidelines to create a guide for a graphic identity.
LO4	Demonstrate how to create a personal brand through a portfolio of work that is directed towards specific career opportunities.

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

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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.
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.
Career Preparation Workshops, talks/lectures and other relevant activities on a range of professional skills applicable to the preparation for various career paths.
Presentation A concept and/or final design pitch presentation involving industry practitioners.

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	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	12 Weeks per Stage	3.00
Independent Learning Time	12 Weeks per Stage	3.00
	Total Hours	72.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	6	Mandatory
CW_HWVCD_D	Bachelor of Arts in Visual Communications and Design	6	Mandatory