



Level 6 Module Descriptions

Critical and Cultural Studies

This module will enable you to conduct an in-depth study of an aspect of design culture of your choice, with emphasis on the analysis of appropriate social, cultural, economic, technical, historical and aesthetic issues relevant to your chosen topic and creative work.

You will have the opportunity to bring your own interests into your work, and your independent research will be supported through discussion with your peers in the forums and course materials. You will also further develop skills in research, organisation and planning, and critical analysis.

The assessed element of this module consists of a 6,000 word essay or technical report.

Graphic Design Advanced Practice 1

This module aims to provide you with the learning and skills required to confidently complete national and international competition briefs or other appropriate set briefs to advanced standards.

The set competitions will vary, but examples of suitable competition briefs include Design & Art Direction (D&AD), Young Creative's Network (YCN), International Society of Typographic Designers (ISTD) and other relevant equivalent set and live briefs. The briefs will challenge you to further develop your knowledge, understanding, skills and abilities. The project briefs will cover a wide range of discipline areas within graphic design such as branding and identity design, packaging, editorial layout, book design, advertising campaigns and digital/screen design.

The module aims to help you to achieve professional standards and to produce advanced professional work equivalent to national and international design competition standards, as well as to meet your own personal employment ambitions. Alongside guided and peer group learning and critique, at this level you are also expected to work with a high degree of independence and personal initiative in order to fully develop your own individual directions and identity as a graphic designer.

Graphic Design Advanced Practice 2

This final module on the BA (Hons) programme represents the culmination of your undergraduate design journey. It contains a series of challenging and rewarding set and personally generated project briefs, which will develop your commitment and passion for design, as well as your time and project management skills.

In the module, you will complete a final project alongside at least two other projects, one of which will be a piece of personal design self promotion. The work produced within this module will form the bulk of your final graduating portfolio, and there is scope and potential for you to select projects that provide a unique and individual direction to your portfolio.

Your final project will typically emerge from a set of self-negotiated briefs. This constitutes the most ambitious design project undertaken on the programme. In addition, you will complete a further competition brief or negotiated self-initiated project. A self-promotion exercise completes the module, during which you will consider self-branding and the presentation of your work in printed and digital formats in order to launch your design career.