

Short Title:	Design Process & Practice APPROVED
Full Title:	Design Process & Practice
Module Code:	DMED H1025
ECTS credits:	5
NFQ Level:	6
Module Delivered in	3 programme(s)
Module Contributor:	Niamh O'Hora
Module Description:	The module introduces learners to the process and practice of graphic design. Learners adopt a structured methodology in response to resolving design problems, equipping them with the knowledge, skills and competence to produce visual designs which communicate an idea or message.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Engage with design process methods relevant to design enquiry; 2. Utilise typographic elements and understand type and image relationships in visual compositions; 3. Develop basic computer graphic skills and an awareness of design technology; 4. Develop an awareness of Modernist design history and understand it's relevance in relation to contemporary design practice; 5. Present and discuss design solutions and discuss decision-making rationale. 	

Module Content & Assessment

Indicative Content
The Basics of Design Form & Space, The Colour Wheel & Theory, Typography, Visual Hierarchy, Image & Type Relationships.
Definition & Discovery Understanding the Client, Identifying the Audience, Establishing Goals and Objectives, Gathering Inspiration, The Design Brief.
Creative Ideation The Designers Sketchbook, Brainstorming Techniques, Mindmapping, Thumbnail Sketches, Mixed Media Imaging, Collage.
Prototyping & Experimentation Low Resolution & High Resolution Mock-Ups, Design Comps, Getting & Integrating Feedback.
Evolution & Implementation Design Iteration, Digital Design Production, Pitching Design Concepts.
Digital Design Techniques Working with Vector Graphics, Resizing, Rotating, and Transforming Objects, Working with Swatches and Colour Libraries, Fills and Strokes, Illustration using Basic Shapes, The Pen Tool, Shape Builder and Image Trace Features, Exporting Artwork.
Modernist Design History Art Nouveau, Futurism, Constructivism, The Bauhaus, Art Deco, Swiss Style.

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	A major project or series of assignments responding to the formal stages in the design process, incorporating research, brainstorming, visual investigation through thumbnailing, prototyping, group critiques, analysis, the implementation of feedback and final presentation.	1,2,3,5	80.00	n/a
Other	Reflective essay, presentation or practical visual application of the styles and motifs of a Modernist design movement discussed in the module.	4	20.00	n/a

No Final Exam Assessment %

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Once per semester	1.00
Once per semester	3.00
Every Week	40.00

Resources
<i>Recommended Book Resources</i>
<p>Eric Karjaluoto. 2012, <i>The design method</i>, Indianapolis, Ind; New Riders [ISBN: 0321928849]</p> <p>Judith Wilde, Richard Wilde 2000, <i>Visual literacy</i>, Watson-Guptill ; 1991 New York [ISBN: 0823056201]</p> <p>Lawrence Zeegen 2012, <i>The Fundamentals of Illustration</i>, Ava Publishing [ISBN: 2940411484]</p> <p>Julia Rothman, Vanessa Davis (Foreword) 2011, <i>Drawn In: A Peek into the Inspiring Sketchbooks of 44 Fine Artists, Illustrators, Graphic Designers, and Cartoonists</i>, Quarry Books [ISBN: 1592536948]</p>
<i>Supplementary Book Resources</i>
<p>Albert C. Smith 2014, <i>Developing Your Design Process: Six Key Concepts for Studio</i>, Routledge [ISBN: 0415840724]</p> <p>Simon GARFIELD 2012, <i>Just My Type</i>, Gotham [ISBN: 9781592407460]</p> <p>Ilene Strizver 2013, <i>Type Rules: The Designer's Guide to Professional Typography</i>, Wiley [ISBN: 1118454057]</p> <p>Chen Design Associates 2006, <i>Fingerprint: The Art of Using Hand-Made Elements in Graphic Design</i>, HOW Books Cincinnati, Ohio [ISBN: 1581808712]</p> <p>Chen Design Associates 2011, <i>Fingerprint No. 2</i>, How [ISBN: 1600618650]</p> <p>Kate Moross 2014, <i>Make Your Own Luck: A DIY Attitude to Graphic Design and Illustration</i>, Prestel [ISBN: 3791349104]</p> <p>Viction:ary 2012, <i>Graphics Alive 2</i>, Gingko Press [ISBN: 9881732700]</p> <p>Beryl McAlhone & David Stuart 1998, <i>A smile in the mind</i>, Phaidon Press London [ISBN: 0714838128]</p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p>Website: AIGA, The Professional Association for Design http://www.aiga.org/</p> <p>Website: Creative Review; Advertising Design and Visual Culture http://www.creativereview.co.uk/</p> <p>Website: Tuts+ http://design.tutsplus.com/</p> <p>Website: KoiKoiKoi; Creative Magazine http://koikoikoi.com/</p> <p>Blog: Scamp.ie; An Irish Illustration Blog http://www.scamp.ie/</p> <p>Documentary: Gary Hustwit Helvetica http://www.hustwit.com/category/helvetica/</p> <p>Website: The Virtual Crash Course in Design Thinking - d.School http://dschool.stanford.edu/dgift/</p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DDMED_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	2	Mandatory
BN_DDMED_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	2	Mandatory
BN_DDMED_XWC	Certificate in Creative Web Communication [Level 6 30 ECTS credits]	1	Mandatory