



This course is concerned with exploring the concepts, strategy and aesthetics of graphic design, in theory, practice and application. Students are taught through a range of projects, workshops and seminars, which will involve working as an individual and in groups. Projects will be primarily studio based and will encompass live briefs, self-initiated projects, collaborations and studio practice and will be of increasing complexity across the three years/levels.

Students are encouraged to use the full range of facilities the university and faculty has to offer, including the 3D workshops, digital media workshops, printmaking, and photography. Students are also expected to use London as a resource and to visit galleries, exhibitions and events regularly and to be curious and interested in contemporary culture, politics and current debates in and around the disciplines of design.

The course is continuous over three years. Each year is divided into three parallel and inter-connected areas of learning and teaching: Design Studies, Supporting Studies and Critical Historical Studies. Visiting Students have access to the level 5 (year 2) modules.

Level 5 (Year 2)

Level 5 helps students to develop creative and interpersonal skills, used to explore imaginative ways to communicate. Students develop a particular area of graphic design through self-initiated projects, complementing their studio work. They learn about the wide social and cultural context in which graphic designers work and will collaborate with students from other courses on projects.

Updated March 2023/PJW

Entry requirements	<ul style="list-style-type: none"> • GPA of 2.75 or above (out of 4.0) or equivalent. • Acceptance is dependent upon review of a portfolio. See https://www.kingston.ac.uk/visitingstudents/studyabroad/applying/ for information about portfolio details.
Pre-requisites	Level 5: successful completion of introductory (level 4) graphic design modules/study/practice.
Taught at	Knights Park campus

KEY TO MODULE DESCRIPTORS	
SUITABILITY OF MODULE FOR STUDENTS VISITING KU ON STUDY OPTION ____	
1	Indicates module is suitable for students visiting KU on Study Option 1 (Whole Year)
2	Indicates module is suitable for students visiting KU on Study Option 2 (Autumn)
3	Indicates module is suitable for students visiting KU on Study Option 3 (Spring)

Notes:

1. All modules are at undergraduate level only.
2. Students enrolled on Study Option 1 are required to study the entire module.
3. Within each level, all modules are interlinked and students would thus have to be enrolled in all 4 modules. **Taking an individual Fashion (GD) module is therefore not possible.**
4. Whilst the University makes every effort to ensure that this information is correct at the time of updating (March 2023), it cannot accept responsibility for omissions or subsequent changes. Module availability and content may be subject to change, as part of the University's policy of continuous improvement and development.

Modules:

MODULE CODE	TITLE	SUITABILITY		
LEVEL 5 (INTERMEDIATE)				
GD5001	Process & Purpose	1	2	3
GD5002	Interactions and Innovations	1	2	3
GD5003	Design Directions	1	2	3
HA5105	Critical Issues in Graphic Design: Research & Practice	1	2	3

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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LEVEL 5 (INTERMEDIATE)

Module Code	GD5001
Module Title	Process & Purpose
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: this module runs across the full academic year. Its individual assessment weighting across the autumn and spring semesters may vary each year in line with the overall level 5 module delivery programme. • For study options 2 or 3, students will complete 16 US/30 ECTS of study across all four modules overall regardless of individual module weighting.
Level	5
Prerequisites	<ul style="list-style-type: none"> • Successful completion of introductory graphic design at university level • Acceptance is dependent upon review of a portfolio
Suitability	<ul style="list-style-type: none"> • Study Abroad/International Exchange/Erasmus students for Study Options 1 or 2 or 3. • MUST BE STUDIED WITH GD5002 and GD5003 and HA5105
Content	<p>The emphasis in this module is on exploring and understanding the design process, with particular focus on the relationship between research, development and the successful realisation of ideas. The module introduces students to a range of methodologies including design thinking, prototyping and iteration and through varied briefs, workshops and project work, examines how these methods inform design process and effective solutions.</p> <p>Projects are designed to extend design vocabularies and knowledge of materials and visual languages (including typography, photography and moving image) as vehicles for communication and to hone analytical and critical evaluation skills in the resolution and realisation of ideas.</p> <p>➤ Topics:</p> <ul style="list-style-type: none"> • Develop and extend the visual language of primary and secondary research • Extend design prototyping through material, digital and visual iteration supported by workshops in film, photography, print-making, and digital media • Enhancing typographic skills and application as a language through appropriate digital software, such as InDesign, Photoshop, Dreamweaver, HTML, Final Cut Pro, etc

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Graphic Design Modules for Visiting Students 2023/24

	<ul style="list-style-type: none"> Develop independently and team-based working methods in the studio environment.
Teaching	Combination of studio-based projects, lectures, seminars, tutorials, workshops and study visits.
	<p>Study Option 1:</p> <ul style="list-style-type: none"> Projects/coursework submitted end of the spring semester: (100%) <ul style="list-style-type: none"> Message (outcome: printed book + process book: pdf) Wunderkammer (outcome: Book & Index (printed)) External Portfolio (outcome: pdf and/or website) <p>Study Option 2:</p> <ul style="list-style-type: none"> Dialogic assessment (100%): structured discourse as follows: <ul style="list-style-type: none"> > 5 minutes, presentation of coursework (process book and final outcome) > 20 minutes, discussing your work against the assessment criteria > 10 minutes, capturing and consolidating feedback within feedback forms <p>Study Option 3:</p> <ul style="list-style-type: none"> Wunderkammer (outcome: Book & Index (printed)) (100%)
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Module Code	GD5002
Module Title	Interactions and Innovations
Credits	<ul style="list-style-type: none"> Full Year: 8 (US) 15 (ECTS) Single Semester: this module runs across the full academic year. Its individual assessment weighting across the autumn and spring semesters may vary each year in line with the overall level 5 module delivery programme. For study options 2 or 3, students will complete 16 US/30 ECTS of study across all four modules overall regardless of individual module weighting.
Level	5

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

Graphic Design Modules for Visiting Students 2023/24

Prerequisites	<ul style="list-style-type: none"> • Successful completion of introductory graphic design at university level • Acceptance is dependent upon review of a portfolio
Suitability	<ul style="list-style-type: none"> • Study Abroad/International Exchange/Erasmus students for Study Options 1 or 2 or 3. • MUST BE STUDIED WITH GD5001 and GD5003 and HA5105
Content	<p>The aim of the module is to explore different modes of communication and dissemination. The focus is on the interactive nature of graphic design and visual communications, with emphasis on the way in which designers engage audiences and participators in their practice. The projects in this module encourage students to experiment, embrace risk and develop innovative approaches and solutions. They introduce students to strategies for extended research and collaboration and develop interpersonal and communication skills.</p> <p>The module requires students to consider how their ideas can be meaningfully applied in appropriate contexts and to relevant audiences. It includes opportunities for students to develop interdisciplinary projects and explore the possibilities of participatory practice.</p>
Teaching	Combination of studio based projects, lectures, seminars, tutorials and workshops.
	<p>Study Option 1:</p> <ul style="list-style-type: none"> • projects submitted end of the spring semester (100%): <ul style="list-style-type: none"> ○ Strand a. (logbook: digital/physical) ○ Strand b. (outcome: digital/physical + process book: pdf) <p>Study Option 2:</p> <ul style="list-style-type: none"> • Dialogic assessment (100%): structured discourse as follows: <ul style="list-style-type: none"> > 5 minutes, presentation of coursework (process book and final outcome) > 20 minutes, discussing your work against the assessment criteria > 10 minutes, capturing and consolidating feedback within feedback forms <p>Study Option 3:</p> <ul style="list-style-type: none"> • projects submitted end of the spring semester (100%): <ul style="list-style-type: none"> ○ Strand a. (logbook: digital/physical) ○ Strand b. (outcome: digital/physical + process book: pdf)
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Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Code	GD5003
Module Title	Design Directions
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single Semester: this module runs across the full academic year. Its individual assessment weighting across the autumn and spring semesters may vary each year in line with the overall level 5 module delivery programme. • For study options 2 or 3, students will complete 16 US/30 ECTS of study across all four modules overall regardless of individual module weighting.
Level	5
Prerequisites	<ul style="list-style-type: none"> • Successful completion of introductory graphic design at university level • Acceptance is dependent upon review of a portfolio
Suitability	<ul style="list-style-type: none"> • Study Abroad/International Exchange/Erasmus students for Study Options 1 or 2 or 3. • MUST BE STUDIED WITH GD5001 and GD5002 and HA5105
Content	<p>The aim of this module is to develop understanding of the role of the designer and enable students to contextualise their personal design vision and ambition. This includes developing understanding of how to present work in a dynamic and appropriate manner and equipping students with the ability to develop and express opinions and adopt different perspectives in relation to a range of issues and contexts (social, commercial, cultural, environmental and political).</p> <p>The emphasis in this module is on developing knowledge, awareness and a growing confidence in articulating ideas verbally and visually and includes the design of a positioning portfolio.</p> <p>Topics:</p> <ul style="list-style-type: none"> • An outward-facing approach to personal development and expression supported by studio visits/interviews, peer-reviewed in the studio • Development of material and digital portfolio, in preparation for advanced study (such as Level 6) and future employability • Develop a broader understanding of the discipline landscape through professional practice lectures, workshops and research • Self-reflective reports developed from Level 4 to encourage greater

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Graphic Design Modules for Visiting Students 2023/24

	<p>independence and self-direction</p> <ul style="list-style-type: none"> • Live and commissioned projects integrated • Technical support provided to aid appropriate articulation and dissemination of ideas; moving image, photography, digital media workshops, 3D workshops
Teaching	Combination of studio based projects, lectures, seminars, tutorials and workshops a
	<p>Study Option 1:</p> <ul style="list-style-type: none"> • Projects/coursework submitted end of the spring semester: (100%) <ul style="list-style-type: none"> ○ Message (outcome: printed book + process book: pdf) ○ Wunderkammer (outcome: Book & Index (printed)) ○ External Portfolio (outcome: pdf and/or website)
	<p>Study Option 2:</p> <ul style="list-style-type: none"> • Dialogic assessment (100%): structured discourse as follows: <ul style="list-style-type: none"> > 5 minutes, presentation of coursework (Final outcome (A1 poster Key learnings documentation) > 20 minutes, discussing your work against the assessment criteria > 10 minutes, capturing and consolidating feedback within feedback forms
	<p>Study Option 3:</p> <ul style="list-style-type: none"> • projects submitted end of spring semester (100%): <ul style="list-style-type: none"> ○ Medium (outcome: digital/physical + process book: pdf) ○ Receiver (outcome: digital/physical + process book: pdf)
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Module Code	HA5105
Module Title	Critical Issues in Graphic Design: Research & Practice
Credits	<ul style="list-style-type: none"> • Full Year: 8 (US) 15 (ECTS) • Single semester: 4 (US) 7.5 (ECTS)
Level	5
Prerequisites	Prior study of graphic design useful.
Suitability	Study Abroad/International Exchange/Erasmus students for Study Options 1 or 2 or 3.

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

<p>Content</p>	<p>This module engages students with the critical issues driving contemporary graphic design practice within the expanded field in which it operates. Emphasising practical, experiential research-led enquiry and reflection as an integral mode of learning common to both graphic design practice and the study of its histories and theories, students will identify, explore and analyse current trends by investigating the contexts in which those issues emerge – in critical literature, art writing, exhibitions and curatorial agenda. Looking outwards to address the contemporary manifestations of the relationships between, for example, design and politics, the operation of global capital, activism and community, changing sites and spaces of the production of meaning, the politics of identity, and contemporary turns in philosophy and critical theory, the module also encourages students to reflect and begin to situate themselves.</p> <p>Making links and interpreting the themes emerging in their own practice, the module provides students with the building blocks with which to construct an informed critical and conceptual framework within which it operates, while forging connections to wider artistic networks and contexts beyond the studio.</p> <p>➤ Autumn semester:</p> <ul style="list-style-type: none"> • What Critical Issues? What is Research? • Contemporary conditions: Globalism, Politics, Activism • Global practices, experiences, markets • Identity and Representation • Practices <p>➤ Spring semester:</p> <ul style="list-style-type: none"> • Ways of Looking: Analysis • Ways of Looking: Curation • Theories and Approaches • Reserach Journal & Dissertation briefing • Journal Crits
<p>Teaching</p>	<p>Lectures, seminars tutorials, screenings and visits</p>
<p>Assessment</p>	<p>Study Option 1:</p> <ul style="list-style-type: none"> • 2,500-word essay (50%) • Research Portfolio (50%) <p>Study Option 2:</p> <ul style="list-style-type: none"> • 2,500-word essay (100%)

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	Study Option 3: <ul style="list-style-type: none">• Research portfolio (100%)
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