

DI105-15 Visual Practice and Curiosity

26/27

Department

Design Studies

Level

Undergraduate Level 1

Module leader

Edward Loveman

Credit value

15

Module duration

9 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

In this module students will engage in a diverse array of visual explorations to further their understanding and capabilities in visual communication, research and proposal. As part of this, we will be exploring principles in graphic design, engaging in explicating and contextualising branding, as well as exploring different methods and techniques in developing cohesive visual explorations and professional standard proposals.

Module aims

The aims of this module are to introduce students to visual research and making methods commonly found in graphic and interactive design to support their learning journeys towards building a professional and academic design skillset and mindset. Furthermore, this module aims to develop student's capabilities in visual reasoning, compositing, curating and rendering to support their further practice and prepare them for a specialisation process starting on L5.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

An indicative list of topics is listed by week(s) (this is subject to change):

Week 1 = Manifestos

Week 2- 7 = Introduction to and exploration of practice

Week 8 = CRIT

Week 9 = Trip

Week 10 = Live presentations

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate an understanding of visual practice, processes and use.
- Critically reflect on personal experiences, influences, and values to articulate an emerging identity as a designer.
- Develop design crit skills.
- Understand design principles and demonstrate curiosity in their exploration.

Research element

Student will be undertaking auto-ethnographic explorations of their personal practice and methodologies which will equip them to write and disseminate their own design manifesto.

Interdisciplinary

This is a pluralist and holistic exploration of essential visual communication principles in graphic and interactive design.

International

Our content is strongly developed with an EDIAB ethos to promote global practitioners, authors and contributors to present a diverse and rich overview of practice and methodologies in visual practices.

Subject specific skills

Visual research methods.

Design ethics and ethos.

Branding.

Graphic visual identity.

Design crit.

Networked leadership.

Professional and creative pitch.

Visual storytelling.

Transferable skills

Visual research methods.
Design ethics and ethos.
Branding.
Networked leadership.
Professional and creative pitch.
Visual storytelling.
Empathetic and compassionate feedback.
Co-design and Participatory practice.

Study

Study time

| Type | Required |
|------------------------------|-----------------------------|
| Seminars | 9 sessions of 2 hours (12%) |
| Supervised practical classes | 9 sessions of 1 hour (6%) |
| Private study | 43 hours (29%) |
| Assessment | 80 hours (53%) |
| Total | 150 hours |

Private study description

Private study is linked with students process development and responses to the design briefs through asynchronous engagement.

Costs

| Category | Description | Funded by | Cost to student |
|-----------------------------|--|------------|-----------------|
| Equipment and project costs | Materials will be supplied for workshop inductions and course-based teaching sessions. While there will be some provision of basic materials, students will drive their own practice and therefore may require a broader set of materials and/or tools than can be provided. This is individual and will be at the student's cost. | Department | £0.00 |
| Printing and photocopying | Whilst not necessary for this module, students have the option to print their work using University printers by purchasing print credit. This is not covered by the department. | Student | £0.00 |

Assessment

You must pass all assessment components to pass the module.

Assessment group A3

| | Weighting | Study time | Eligible for self-certification |
|---|------------------|-------------------|--|
| Assessment component | | | |
| Design Manifesto | 40% | 30 hours | Yes (extension) |
| This Design Manifesto will visually and textually capture and present students ethical considerations and stance on Design. | | | |
| Reassessment component is the same | | | |
| Assessment component | | | |
| Reflective Presentation | 40% | 30 hours | No |
| This part of the assessment focuses on students reflecting on who they are as designers and how they position themselves within contemporary design practice. Through personal research, self-reflection, and critical thinking, students will develop a reflective presentation that communicates their values, interests, influences, and approach to design - similar to articulating a personal brand or visual identity. The presentation should demonstrate an awareness of design principles alongside the ethical, political, and social issues connected to design practice. Students are encouraged to critically reflect on their personal journey and consider how their work and perspective relate to the wider role of design in society. | | | |
| Reassessment component | | | |
| Reflective Presentation | | | Yes (extension) |
| Students are required to produce an 8 minute recorded presentation reflecting on who they are as designers and how they position themselves within contemporary design practice. Through personal research, self-reflection, and critical thinking, students will develop a reflective presentation that communicates their values, interests, influences, and approach to design - similar to articulating a personal brand or visual identity. The presentation should demonstrate an awareness of design principles alongside the ethical, political, and social issues connected to design practice. Students are encouraged to critically reflect on their personal journey and consider how their work and perspective relate to the wider role of design in society. | | | |

| | Weighting | Study time | Eligible for self-certification |
|---|------------------|-------------------|--|
| Assessment component | | | |
| Sketchbook | 20% | 20 hours | Yes (extension) |
| This assignment captures the process of students explorative stages that culminate in the presentation and manifesto. It is a part of the assessment used to determine student's development in standardised, prescribed and inventive methods to visual exploration. | | | |

Reassessment component

| | | | |
|--|--|--|-----------------|
| Resit - Sketchbook - Archive of Tests | | | Yes (extension) |
|--|--|--|-----------------|

You are required to produce a portfolio of written reflections that critically and thoughtfully document your weekly experimentation and exploration in visual identity development. This written portfolio should: capture your thought processes, intentions, and responses to each weekly prompt or task; reflect on your use of materials, techniques, and visual strategies; demonstrate curiosity, self-awareness, and critical thinking in how your visual identity evolved over time; include clear references to your experimentation (e.g. what you tried, what worked, what didn't, and what you learned).

Feedback on assessment

Formal and informal, class-based, live assessments and written feedback in line with rubric.

Availability

Courses

This module is Core for:

- Year 1 of UIPA-W201 BASc Design for Sustainable Innovation
- Year 1 of UDIA-H1L8 Undergraduate Design and Global Sustainable Development

This module is Optional for:

- Year 1 of UIPA-L8A1 Undergraduate Global Sustainable Development