

GDE720 — History and Futures

Assignment 1: Studio Practice

Course: MA Graphic Design (Online)

Module code: GDE720

Assignment: 1 of 2

Components: One project PDF

Duration: One study block

Percentage of overall grade: 70%

Deadline: See MyFalmouth for your personalised deadline

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Introduction

This module introduces students to how graphic design interprets narrative, to distil, reform or remodel stories for a new purpose. It also is a central module to students understanding a more in-depth critical and contextual understanding to their practice, providing the opportunity for connecting theory and practice (praxis), in conjunction to key themes and issues facing the subject and those who collaborate within it today. This module also begins to question the role that design and the designer have to play in society and the creative community and networks it is part of.

The purpose of this project is for you to consider a range of engaging communication strategies that could help draw attention to an underdiscussed cultural subject area. It's a chance for you to understand the responsibilities that we have as designers and demonstrate how your own creative approach can inform and help to affect change.

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Overview

Background This is a piece of practice-based research that should align with the Essay assignment (which you will be working on concurrently).

The purpose of this project is for you to consider a range of engaging communication strategies that could help draw attention to an underdiscussed cultural subject area. It's a chance for you to understand the responsibilities that we have as designers and demonstrate how your own creative approach can inform and help to affect change.

Your Task Create a design intervention for a cultural narrative (either historical or contemporary) which has received only limited attention. This might be the story of a hidden subculture, an under-valued local site such as a community arts venue or a little-known creative practitioner. You might choose a story that's very big or very small but you should explain how it has not garnered the attention it deserves. The subject that you choose should be the same for both the Essay and Studio Practice assignments.

We want you to find an intriguing and original way to present this story to a new audience and express exactly why it holds particular cultural significance.

Specifications There are no constraints with regards to the type of designed outcome that you create for this project. Whatever the choice of media, make sure that you have a clear aim and that your approach is relevant to what you are trying to convey.

Considerations It should go without saying but you should be approaching a subject that is meaningful and interesting to you. Immerse yourself in the field and get to know your subject as fully as possible. Iterate, iterate, iterate! Refine your outcome carefully and be fully aware of other creative practitioners creating related work in this field.

Audience You should be creating your piece for an audience that are engaged in arts, design and culture. Your outcome should spark an interest in this audience and inspire them to know more about the subject that you are exploring.

Weekly research themes The weekly research tasks on Canvas are optional but highly recommended as they are intended to help broaden out your research process. They are not always directly related to the brief but will address thematic issues that emerge in the lecture material and content throughout the module.

Week 1

Examining and curating underappreciated letterforms and typography in your local area.

Week 2

Considering pressing issues that are being discussed in your local area. Reflecting on the forms of communication that are being used to raise awareness about these problems, what methods are working and what could be done better?

Week 3

Exploring information design and considering ways to present complex data in a manner which is easy to digest.

Week 4

Analysing the ways in which images are used to illustrate a published article.

Week 5

Analysing how tone of voice is utilised by writers to emphasise a narrative. Exploring the relationship between content and form.

Week 6

Assessing how to propose an idea for a written article.

Week 7

Exploring the various methods and platforms that can be utilised in order to get your work self-published.

Week 8

Breaking down the technicalities of independently published books and zines.

Week 9

Researching user-centred design processes or tools that can be used to address a core need or problem.

Week 10

Exploring examples of multidisciplinary projects where designers have worked with non-designers to address local and/or societal issues.

Week 11

Considering your target audience and the key stakeholders for both of the outcomes in your submission. Ensuring that your work is communicating affectively.

Week 12

Peer reflection and review.

Outputs You will be undertaking this project from weeks 1—11 and are encouraged to commence the research and development process immediately.

If your project includes moving image, you can include stills and provide a link to a Panopto video.

As usual, you should be updating your blog with all of your weekly development and research findings.

Don't forget... **Focus on a subject that engages you directly.** You're much more likely to write a dynamic and informative article if you are addressing something that intrigues you.

Dive into your investigation. Get to know your subject as well as you can. Think carefully about the types of research methods that you might adopt. How can you find ways to reveal as much information as possible about this particular narrative?

Situate your research. Look at the broader creative field in which your chosen subject exists, understand the key thinkers and practitioners in this area.

Talk. Discuss your findings with your peers and tutors on the ideas wall and in webinars and crits.

Plan your time carefully. Eleven weeks will go very quickly!

FAQ Where do I submit my research?

Research and development should be recorded weekly on your blog and should be detailed carefully in your Studio Practice PDF. You don't have to include everything in your PDF but should focus on outlining how your project unfolded and what creative decisions you made along the way.

When do I submit this work?

At the end of the module. See MyFalmouth for your personalised deadline.

Do I need to do all of the weekly research tasks or are they optional?

We highly recommend doing the research tasks as they will help inform your project. Of course, your research shouldn't be limited to just these areas and your findings might lead you into new, unexpected places.

How do I get feedback from other students?

Get your work on the ideas wall and comment on what other people are doing. Feel free to set up peer-to-peer discussions and discuss your work with other students. Take part in webinar discussions and group tutorials and attend the crits throughout the module.

How do I get feedback from tutors?

Tutorials will be scheduled regularly throughout the module. You're entitled to 5 tutorials throughout the module and there are enough tutorials for everyone. Remember that if tutorials are not booked, new tutorials are not scheduled. Therefore, it's a good idea to book your tutorials early and spread them throughout the module.

How is my work assessed?

Your work is benchmarked, first-marked and second-marked by the module leader and tutorial staff. The work is assessed carefully against the marking criteria and learning outcomes summarised below.

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Learning Outcomes

- L02: Contextualise** Appraise the social, political and historical contexts in which design practice operates.
- L03: Analyse** Evaluate research findings and use sound judgement informed by critical debate at the forefront of the academic discipline.
- L04: Distil** Position a creative strategic insight that has been distilled and refined through an informed investigation
- L06: Make** Select and utilise relevant tools, skills and technologies in the delivery, iteration and sustainable production of an outcome.
- L07: Collaborate** Demonstrate inclusive and empathetic strategies to plan and execute a project across distributed collaborative situations.
- L08: Design** Realise a final solution that evidences its strategic journey and clear relationship between form and function.

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Submission Information

Format You should submit this assignment as a single PDF of no larger than 30mbs. Your design development and research should make up around 30 pages and should be followed by your final piece. Your final PDF should therefore be around 40 pages in total.

If your project includes moving image, you can include stills and provide a link to a Panopto video.

Deadline See MyFalmouth for your personalised deadline.

Assessment During the assessment period your work is benchmarked by the staff team before being first marked, second marked and moderated by the staff team ahead of the exam board. The external examiner may also view your work during this time.

You receive your final grades on MyFalmouth and these marks are usually made available within four to six weeks of your submission.

Feedback You will have the opportunity to book a feedback tutorial with the tutor who marked your work. You will usually be given an indicative provisional grade during this meeting.

Being prepared Remember: do not leave it until the last minute to submit your work! This process is entirely online and technical glitches do and will happen. It's important to ensure that you have enough time to deal with any problems should they arise.

We recommend you begin to upload your work within at least three hours prior to the final deadline.

Technical support You can reach out to the IT service desk should you encounter any technical problems while submitting or compressing your work: service.desk@fxplus.ac.uk