GDE750:
Studio Practice

Course	MA Graphic Design (Online)
Module	GDE750 Independent Project
Study Block	1,2,3
Project duration	23 Weeks
Deadline	Friday of Week 23
Percentage of grade	60%

Background
You should view this practice-based assignment as the culmination of the work you have undertaken on your MA to date. The purpose of the project is to propel you from your life as a student into your life as a professional creative. You are therefore encouraged design something that sets the scene for your future career direction.

Your project work can develop from a number of perspectives – being research or theory led (for further research study at PhD level, for example) or personally or professionally orientated (for independent or studio practice).

Your Task
Starting with a clear and distinct research question, develop a practice-based design outcome that builds upon your studies on this MA. The subject that you choose to explore is open: you might decide to address a societal issue or cause that is close to your heart, equally you might want to develop a service or product that responds to a market insight. Your project might also evolve out of a developed narrative or observed experience.

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
As with previous projects you should ensure that the subject you choose is meaningful to you. Immerse yourself in the field and get to know your subject as fully as possible. Refine your outcome carefully and be fully aware of other creative practitioners creating related work in this field.

Audience
The audience for this project is open but it should be defined by you from an early stage. Understand the purpose of what you are trying to convey and assign your audience accordingly.

Phases
Phase 1: Research and Discover
Weeks 1-2: Review – evaluation of work and personal objectives.
Weeks 3-4: Question and refinement – development of key themes and areas of interest.

Phase 2: Define, Test and Prepare
Weeks 5-6: Skills and design experimentation. Project warm-ups and project planning.
Weeks 7-8: External evaluation and review. Case study presentations.

GDE750:
Studio Practice

Phases

Phase 3: Design Development
Weeks 9-10 Tutor and peer review of work to date.
Weeks 11-12 Design development. Ongoing concept and project refinement.

Phase 4: Deliver
Weeks 13-16: Further development, peer review of report draft.
Weeks 17-18: Assembling final parts of Studio Practice. Completion of Critical Report.
Weeks 19-24: Final production period. Submission and launch of your MA project and next steps. Final peer review and assessment.

Submission requirements

You will be undertaking this project over two study blocks and are encouraged to commence the research and development process immediately.

You will submit your outcome as a PDF on the Friday of week 23. The PDF should include the overall narrative of your project and the steps that you have taken to achieve your aims and objectives. We recommend roughly 50—60 pages for research and development and 10—20 pages dedicated to the final outcome.

Remember to annotate images and explain information plainly and concisely.

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

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

Don't forget…

Work on a subject that inspires you. Try to hone-in on a subject area that fascinates you. Remember that this in an opportunity to engage with something that you're truly intrigued by and to create a stand-out piece of work for your portfolio.

Dive into your investigation. Get to know your subject as well as you can. Think carefully about the types of research methods that 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. This final module will fly by.

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.

GDE750:
Studio Practice

FAQ

Do I need to do the formative submissions?
These are optional and not graded but it's strongly recommended that you do submit work for them. They are important chances to get tangible feedback from your tutors, peers and industry professionals. Yes. The summative deadline for this project is the Friday of week 23. Week 24 is for peer review and reflection.

Do I need to stick to the structure as it is outlined on Canvas?
We highly recommend aligning the development of your project with our suggested structure. Of course, you 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.

Learning Outcomes

LO2: Contextualise — Appraise the social, political and historical contexts in which design practice operates.

LO3: Analyse — Evaluate research findings and use sound judgement that is informed by critical debate at the forefront of the academic discipline.

LO5: Imagine — Deliver appropriate and innovative ideas that embrace risk, have contemporary relevance and question the boundaries of the discipline.

LO6: Make — Select and utilise relevant tools, skills and technologies in the delivery, iteration and sustainable production of an outcome.

LO8: Design — Realise a final solution that evidences its strategic journey and clear relationship between form and function.

LO9: Communicate — Communicate effectively in a range of contexts and situations to specialist and non-specialist audiences.

LO10: Manage — Demonstrate applied planning and organisational skills to support self-directed project work and inform ongoing professional development needs.