

Module Synopses

Bachelor of Arts with Honours in Graphic Design (Top-up)

Awarded by Canterbury Christ Church University

Total numbers of Modules – 5

Module & Description	Hours	Credits
<p>1. Competition and Pitch: Mastering Design Challenges and Presentations</p> <p>The aim of this module is to evaluate critically and develop a focused understanding of the commercial concerns of the creative business sector and to gain practical experience through multiple public and private sector design competition submissions. The role of freelance, self-employed creative, setting briefs, and creative demands placed upon designers and the expectations of employers will be explored. It is anticipated that students will understand the changing creative job market and be well-placed to make appropriate career decisions accordingly.</p>	50	20
<p>2. Creative Career: Networking, Personal Branding and Job Hunting Strategies</p> <p>The module aims to prepare students for entry into employment in the creative sector by developing awareness of: commercial expectations and practices, presentation and pitching, CV writing, portfolio management and team-working. In this module, students will be given the opportunity to acquire practical experience by collaborating with industry professionals or engaging with clients. The primary objective is to cultivate the students' employability, imparting an appreciation for post-university work opportunities and augmenting their design portfolios with actualized client designs. Additionally, this module aims to hone the students' ability to critically evaluate the outcomes of professional practice, imparting a comprehensive understanding of the multifaceted aspects of the design industry. The module aims to support students in drawing upon the strengths of their subject-specific practical and theoretical work developed over the duration of their studies, to apply this within a work-based learning context, and to reflect upon strengths, weaknesses and opportunities for further development.</p>	50	20

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<p>3. Design for Good: Solving Social and Environmental Problems Through Design</p> <p>This module aims to communicate that design is by no means a passive activity, and to refocus on its ability to bring about meaningful and substantive change within society. It aims to make students aware of the powerful potential of design, and to challenge them to consider the ways that their actions can inform, educate, challenge or reinforce. The expectation is that this will continue to challenge students' understanding of design, developing an increasingly unique and critical perspective towards the kinds of design work that they are personally engaged in. This module therefore aims to support designers irrespective of their specific discipline.</p>	50	20
<p>4. Individual Study/Dissertation: Self Directed Research</p> <p>The Individual Study Dissertation module is designed to support extended research into an area of study proposed by the student and agreed with the tutor. As well as this specific study, more general shared tuition will focus on research skills and methodology, introducing students to the skills of extended academic research.</p>	50	20
<p>5. Final Major Project</p> <p>The module supports students in demonstrating the conceptual and technical expertise they have acquired throughout the Programme with specific emphasis placed upon their application of graphic design related skills. It is expected that students will produce Final Major Project work that sits within their specialist field – graphic design. Students will be expected to employ multi / inter disciplinary skills, creatively and innovatively to conceive of and complete a self- directed practical project. Students must complete previous modules in order to begin this module.</p>	100	40