



## BACHELOR OF ARTS (HONOURS) IN GRAPHIC DESIGN (TOP UP)

**Awarded by** : Coventry University, United Kingdom  
**Intakes** : January and July  
**Duration** : 1 Year (Full-time)

### Core Modules

#### Design Contexts 3

In this module, students will undertake a dissertation and will be expected to consider prevailing patterns of thought and practice as they occur in a variety of contexts (for example: intellectual, historical, national and international) and in relation to contemporary practice and their professional experience.

Students will be expected to negotiate a precise and relevant topic, and to produce a fully-referenced, focussed, analytical argument paying due attention to notes for guidance provided. The study will be a written piece, but may also be illustrated with students' work and the work of pertinent practitioners. The module will also develop transferable skills in research and evaluation, communication, data information retrieval and independent study. This module should directly inform the aims, approach and execution of the final, culminating module of the degree, 311AAD Design Practice 3.

Credit Points: 20

#### Design Practice 3

This module is the final expression of the degree. It provides students with the opportunity to consolidate and refine their practice, developing a portfolio that demonstrates creative excellence. This should be informed and guided by students' practice across prior modules in the final year (Typography 3, Visual Communication 3 and Design Contexts 3) and is an opportunity to express mastery in design practice. Graphic design is a complex, collaborative process, aiming to inspire, inform, promote and motivate. These issues, alongside the articulation of a coherent design voice, will be at the heart of the coursework on this module.

There will be a mix of briefs set by tutors, live briefs from outside and competition briefs, some of which will have an international dimension. Drawing together and articulating influences, styles, techniques and technologies they will have explored at previous levels, students will work on assignments around their area of expertise aiming to produce a substantial, sustained, varied yet coherent body of work leading towards a professional portfolio. Students will be expected to demonstrate critical awareness of contemporary design discourse and practice and to situate their practice within international contexts.

Credit Points: 40



### **PDP 3: Creative Futures**

In this module, students should build on the skills and reflection developed in years 1 and 2 and continue to reflect on the interpretations, connections and contexts of their practice. Students will be expected to consider their career aims and ambitions, preparing a relevant body of work for self-presentation set in the contexts of exit strategies and the degree show. The module will encourage students to consider their own body of work within the context of their chosen field.

At the conclusion of their final year, students present themselves and their work to their practice community and their peers. This presentation must be relevant, appropriate and considered. Individual, group and class work may be presented and must be organised and co-ordinated.

Credit Points: 10

### **Typography 3**

This module offers students the chance to explore an aspect of typography in depth and breadth, the aim being for students to produce a genuinely original, challenging and accomplished piece of typographic design through a combination of original research and studio-based experimentation.

Students will be expected to interpret - and articulate in their work - the relative implications of available technologies, current practice and ongoing discourse as debated in particular in current journals and e-resources. In this way, students must be able to demonstrate that their work is genuinely contributing to contemporary typographic design paradigms. Students will be expected to consider international applications of their work, and its relevance and performance far beyond its origins.

Credit Points: 20

### **Visual Communication 3**

This module offers students the chance to explore an aspect of visual communication in depth, the aim being for students to produce a genuinely original, challenging and accomplished piece of visual design through a combination of original research and studio-based experimentation. To this end, through negotiation and guidance, students should develop a distinctly personal and creative visual voice.

Students will be expected to demonstrate the integration of analytical, intellectual, theoretical, creative and craft/technological skills. In turn they should explore and expand upon their personal design philosophies and evidence familiarity with available technologies, current practice and ongoing discourse as debated in contemporary scholarship. At the culmination of this module students must be able to demonstrate that their work is genuinely contributing to contemporary visual communication discourse and practice.

Credit Points: 20

### **Elective Modules**

Choose any 1 elective module



## Elective Modules

### Design Promotion

Students will be introduced to established methods of promoting design work. The use of public relations specialists, media agents, web based marketing and other promotional agencies will be discussed. The aim of the module is to introduce students to methods of promoting themselves and their work.

Credit Points: 10

### Global Experience in Art and Design

This module is designed for students studying on courses within the School of Art and Design participating in a short-term international field trip (1 to 2 weeks) organised by the School of Art and Design. Students interested in this opportunity must look at the entry requirements section below for further information and application details.

In the increasingly global context of trade and recruitment, competition for graduate jobs has become fiercer than ever. Students and graduates with an international profile are favourably positioned to seize the best employment opportunities.

Coventry University aspires to be a global University both in terms of the students it recruits from around the world and the international experiences offered to students during and at the end of their course. Many students are able to participate in field trips, either as a formally accredited part of the degree course or as an additional option. These international experiences help students to broaden their horizons, become more culturally aware, understand how business is conducted in other countries, and develop language and other competencies that are sought in the global job market.

Students taking this module will reflect on their practice, experiences, and analyse and record the employability benefits gained by engaging in the experience and how this can be used to enhance their employability.

The module will help students to recognise, reflect on and articulate the important personal and professional development gained as a result of taking part in an international experience.

Credit Points: 10

### How to set up a Freelance Business

The aim of this module is to gain the knowledge necessary to practice as a freelance professional especially in creative industries such as design. It will equip you with the skills to negotiate with clients and potential clients and help you develop skills to write a professional and workable business proposal. During this module you will write a proposal document for a creative client and create responses in answer to a business simulation. You will learn the relevant laws and regulations relevant to free-lance consultancy and learn about the preparation of business proposal development. You will also explore practical and analytical techniques for planning and analysis such as Gantt chart production and SWOT analysis/milestone programming. This module will be completed with a self-evaluation document to reflecting upon your understanding and experiences of preparing a professional and workable creative business proposal.

Credit Points: 10