



Module Definition Form (MDF)

Module code: MOD008089	Version: 3 Date Amended: 08/Dec/2023		
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1. Module Title
Approach to Design

2a. Module Leader
Lucy Mazur

2b. School
AHESS: ARU College

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
3

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition

Pre-requisites:	None
Co-requisites:	None
Exclusions:	None
Courses to which this module is restricted:	N/A

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module is designed to introduce to you and underpin some of fundamental aspects of design and visual language required to support a range of subjects associated with Art, Design and Architecture at Level 3 including:

Introduction to key aspects of design theory, practice, and applications; basic elements and principles of Art & Design; visual language and communication; design thinking, creative exploration/idea generation and problem-solving methodologies; visualising techniques; design process, production and digital technologies; exploring prospective subject pathways and priming for Specialist project.

This module is studio-based with your teaching and learning centred on practical exploration and problem-solving in response to a series of lectures, workshops, activities/tasks and project-based assignments.

6b. Outline Content

- What is Design?
- Visual Communication
- Elements & Principles of Art & Design
- Project 1: 2D Design
- Introduction to Type & Texture
- Design as a Process
- Exploring Visual Language
- Project 2: 3D Design
- Exploring Colour
- Exploring subject Pathways
- Design Applications/Production Processes
- Digital & Interactive Design
- Signs & Symbols

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Creative Workshop

Studio Space

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand principles, elements and approaches to Art, Design and Visual Language.
2	Knowledge and Understanding	Research, record and respond to a range of contemporary design orientated problems, necessitating both 2D and 3D outcomes.

3	Intellectual, practical, affective and transferrable skills	Think creatively, critically and analytically; explore and grapple with problems; generate a range of ideas by making connections and synthesizing source material. Self-manage and evaluate personal learning development, decisions, choices made, and critically reflect upon outcomes.
4	Intellectual, practical, affective and transferrable skills	Pursue visual investigation and product realisation; create, craft and make physical outcomes in relation to creative ideas, using appropriate media; and meeting deadlines. Use IT; cross-platform (PC and Mac) for research, word-processing and presentation of design concepts. Be familiar with image-manipulation and 2D or 3D design software.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2024/5	F01CAM	Trimester 1	ARU Cambridge Campus	Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	48	1-4	Scheduled guided learning in the form of 12 x 4hr workshops/seminars.
Student managed learning	102	1-4	Use of open access areas, workshops and computer suites; Research in libraries, museums and galleries. Offsite and location working.
TOTAL:	150		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)

Component 1 - Use IT; cross-platform (PC and Mac) for research, word-processing and presentation of design concepts. Familiarity with image-manipulation and 2D or 3D design software. Project: 3D Design – Final Design Outcome; plus workbook evidencing research, analysis, problem-solving, mind-mapping, design process – logging development of idea/concept to final outcome, drawings/visuals/images, technical notes/information to support processes/applications, 3D model-making or production techniques, critical commentary to support. Evaluation of learning included. Component 2 - Project: 2D Design – Final Design Outcome; plus workbook evidencing research, analysis, problem-solving, mind-mapping, design process, development of idea/concept to final outcome, drawings/sketches/images, technical notes/information to support processes/applications, critical commentary to support. Evaluation of learning included.

Assessment components for Element 010

Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Research Project and 2D Design Project		60 (%)	All
010/2	3D Design Project		40 (%)	

In order to pass this module, students are required to achieve an overall mark of 40%.

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment of as specified above (b) pass any pass/fail elements**