

Coursework Assessment Overview

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| Module Title: | Narrative & Storytelling |
| Module Code (CRN): | DES310 (61761) |
| Module Coordinator: | Potter, T |
| Teaching Staff Responsible: | Potter, T Muldoon, G |
| Semester (s) Taught: | 1 |
| Course / Year Group: | IMD / 2 |
| Coursework: | 100% |

Coursework Assessment Overview

There are 3 pieces of coursework.

1. Reflective Design Journal (30%)
2. Narrative Website (50%)
3. Viva (20%)

Coursework 1 - Reflective Design Journal (30%)

Students will be required to maintain a weekly reflective design journal illustrating an understanding of the subject and where required presenting research topics delivered during lecture and tutorial sessions.

Due Date: January 2015 (TBC)

Coursework 2 – Narrative Website (50%)

Each student will create a single page narrative website focusing on one of the themes covered in the lecture programme which will demonstrate their knowledge and understanding of the subject area. This assignment will take the form of a narrative-led contextual reflection on the broad aspects of the subject in hand.

The website should demonstrate an ability to develop a narrative flow of information and construct debate at a critical level. The website will also demonstrate an understanding of pacing, art direction, information architecture,

hierarchy, typography, grid structure and appropriate use of image and colour to tell a story.

Due Date: Week 13, December 2014

Coursework 3 – Viva (20%)

Each student will present their final narrative website to demonstrate their thought process, ability to develop a narrative flow of information and summarise their project idea.

Due Date: Week 12, December 2014

Final Submission

Date: **January 2014 (TBC)**

Time: **(TBC)**

Where: **82D17, Belfast Campus**