# Solent University Module Descriptor

## **Module Code: COM420 Module title: Digital Creativity**

### **Why is this module important?**

This module aims to introduce you to the core principles of design and instruction to gain knowledge and skills to implement digital design concepts that solve real world problems using current industry workflows and professional practice.

### **What you will learn on the module**

You will learn how to undertake design research, gather requirements, sketch out ideas, create digital design concepts, apply methods to gain feedback to evaluate your projects, by applying modern workflows to create and present your work both professionally and academically. You will also be guided to promote yourself and your work professionally and receive technical instruction on a range of current design tools, platforms and processes.

You will be introduced to the following areas:

* Design theory and principles
* Typography
* Colour theory
* Branding, promotion, style guides and logo design
* Grid systems and layout
* Sketching and Wire-framing
* Image selection, intellectual properties and editing
* Creation of portfolios and promotional materials
* Designing for hardcopy and screens
* Design guidelines and accessibility
* Design methods and evaluation
* Design concepts and visualisation
* Introduction to prototyping
* Research, writing and referencing

### **How you will learn**

The lecture will deliver the core principles of design theory and practice. The practical workshop sessions will offer technical design instruction and studio practice. Practical sessions will consist of guided walk-throughs, independent and group tasks.

**How much time the module requires:** This is a 20-credit module, in fitting with the amount of credits, you will be expected to study for 200 hours in total. This total learning time is made up of lectures, practical sessions and self-initiated study. Your tutor will offer you guidance on how you should best manage your study time on this module.

### **How you will be assessed**

You will be offered informal feedback on each assessment before submitting it for grading. You will also be required to get feedback from your peers and external design practitioners and show evidence of how this has influenced your designs. You will need to decide the methods you will use to get feedback on your work such as face-to-face meeting, on social media and online surveys. You will also be required to present your final design outputs professionally on portfolio site/platform.

Leading up to the first assessment, you will be required to produce several formative design tasks that will form the assets for the first summative assessment AE1 you will receive tutor, peer and external feedback to improve your work.

For the second assessment you will be given set milestones for the completion of each of the components for AE2, this will help you spread the workload and gain feedback from your tutor, peers and external design practitioners before moving onto the next component.

#### **Tasks which count towards your degree (Summative):** There are two summative assessment tasks in this module each worth 50% of your final grade. In the first assessment you will create a documented design portfolio and in the second assessment you will produce an academic style report that defines and solves a design problem which will contain research, investigation, documentation of the design process, evidence of evaluation you received when completing the formative tasks and supported by range of referenced sources.

#### 

**When assessment does not go to plan**  
If you do not pass an assessment element, you will have the opportunity to resubmit the whole assignment again after reworking the sections that were highlighted for improvement by your tutor.

#### 

#### **What you will be able to do after the module**

On completion of this module you will be able to create professional standard design concepts based on a client brief using design research and evaluation. You will also be able to present your work and design skills using a range of outputs.

1. Organise methods to create professional workflows consisting of research, planning and production.
2. Apply and analyse design theory to visualise a final product.
3. Recognise the methods needed to share ideas with colleagues and clients in a work environment.
4. Produce, evaluate and promote a design product to a set brief by selection of appropriate processes to solve a design problem.
5. Carry out research tasks using a range of appropriate sources and communicate finding clearly.
6. Produce design work using current guidelines for design, intellectual properties and accessibility

### **How this relates to the dimensions of Solent’s Real-world curriculum framework**

|  |  |  |
| --- | --- | --- |
| Dimensions | How students learn | How students are assessed |
| Students are challenged to think in critical, creative and applied ways | Students will need to evaluate the best design process for a set task or problem | Students need to present a discussion and evaluation of current design processes |
| Students are inspired to do research through inquiry, curiosity and problem-solving | Students will be tasked to solve a design problem informed by research. | Students will need to present both academic and professional styled research findings |
| Students experience an intellectually stimulating curriculum which inspires them to learn for life | Students are guided in using current industry-standard work practice and processes. | Students will use their research on current practice to inform and influence the design process |
| Students reflect and grow inwardly, social and ethically to be able to confront the challenges of the world | Students will acquire skills in promoting themselves as a designer. | Students will be required to show evidence of how they have promoted themselves and the design work in a professional manner. |
| Students face outward to the community, industry and the global environment | Students will need to gain evaluation and feedback. | Students will need to present evidence of feedback and evaluation they have gained by undertaking design tasks for both formative and summative assessments |
| Students learn from authentic, engaging and programmatic assessment | Students will be exposed to current design practice and workflows. | Students should present themselves and their design work based upon current practice, standards and guidelines. |

### **Summative assessment details**

|  |  |  |
| --- | --- | --- |
| AE1 | Weighting: | 50% |
|  | Assessment type: | Portfolio |
|  | Aggregation: | Aggregated to AE2 |
|  | Length/duration: | 2000 words (-/+ 10%) |
|  | Online submission: | Yes |
|  | Grade marking: | Yes |
|  | Anonymous marking: | No |

|  |  |  |
| --- | --- | --- |
| AE2 | Weighting: | 50% |
|  | Assessment type: | Report |
|  | Aggregation: | Aggregated to AE1 |
|  | Length/duration: | 2000 words (-/+ 10%) |
|  | Online submission: | Yes |
|  | Grade marking: | Yes |
|  | Anonymous marking: | No |

### **Module Author**: Martin Reid

|  |  |  |  |
| --- | --- | --- | --- |
| Module Title: Digital Creativity | | | |
| Credit Points: | 20 | Module Code: | COM420 |
| FHEQ Level: | 4 | School/Service | SMAT |
| Module Delivery Model: | CD | Max/Min student numbers | N/A |
| Module Leader: | Martin Reid | | |
| HECOS code | 100061 | | |

### Module change history:

|  |  |  |  |
| --- | --- | --- | --- |
| Module Approved/Year Implemented/Code | July 2019 | 2020/21 | COM420 |
| Module modified/Year Implemented/Code |  |  |  |
| Add extra rows as required |  |  |  |