

2023

Design Projects 2C (GRA-2-DP2C-19)

General information

Course ID

GRA-2-DP2C-19

Course type

Module

Credits (ECTS)

8 ECTS

Language of instruction

Dutch

Study Year

Year 2

Offered by

HKU Media

Contact time (hours)

84

Self-tuition (hours)

140

Course information

Content 1

DANCING WITH THE WILD

During this semester the central question is in which way and in which media the storytelling - whether real or imagined, personal or collaborative - becomes shareable with a larger audience. For the first time, you will relate to yourself, the field of study and the world around you on a larger scale.

Project

In this module, you work within a given theme on a joint presentation to the outside world. For example, an exhibition in AG. At the same time, this module deals with many aspects of the profession. What is your role and position as a designer? What relationship do I seek with my audience? What is the power of expression of my work? How do I work individually and in collaboration on a complex and layered project?

Block 3 starts with a series of short introductory individual assignments to get acquainted with and explore the theme. (Theoretical) information about the theme is provided, researched and discussed. The participants work in groups on an exhibition concept. Initially conceptual and content-related. Then editorially, spatially and visually. Research is conducted into content, editing, design, production and publication.

In block 4, the content of the exhibition is created individually or in smaller groups (students work as creators/curators). In groups, sub-areas are worked out and different areas of expertise are called upon (spatial design, graphic design, publicity & communication, production, project management, etc.). During the process, the groups change composition.

Teaching activities

We use a so-called 'studio model' within a classroom setting. Concepts are presented every two weeks. There is reflection, discussion and choice. Everyone works within and outside the lessons within jointly defined starting points.

The working methods consist of: assignments, presentations, mini-lectures, exhibition visits, group discussions, guest speakers.

Method of testing

Committee assessment of the total (fail/pass/good/very good) at the end of block 4, in an interview with a team of at least 4 lecturers. Your self-evaluation is included in this. Partial assignments are assessed individually and must be completed with a pass.

Work/deliverables

You will have achieved the learning objectives if you:

1. have taken responsibility for the presentation of an exhibition proposal (concept, visual, spatial)
2. have completed and presented work for short individual assignments
3. have submitted a research report
4. have participated in group discussions and class work discussions
5. have completed a self-evaluation
6. have completed a (group) assignment, for which regular work is discussed, which also forms the content of the exhibition
7. made a contribution to the realisation of the exhibition (spatial design, graphic design, publicity & communication, production, project management)
8. have written an essay

Learning objectives

Upon completion, you are able to:

1. Identify different roles of a designer, both practical and more social
2. Translate a concept into a visual and spatial design
3. Work together constructively, taking responsibility for your part in a group process
4. Engage in a dialogue with the public outside the learning environment
5. Act as an editor within a complex and layered project
6. Create relations between image and text and between content and form
7. Reflect critically on the design process and the context in which the design manifests itself

Module context

GRA-2-SK2C-19, GRA-2-SK2D-19, GRA-2-PEO2B-21

Competences

Competences

- 01. Creative skills
-
- 02. Capacity for critical reflection
-
- 03. Capacity for growth and innovation
-
- 04. Organisational skills
-
- 05. Communication skills
-
- 06. Cultural and contextual awareness
-
- 07. Ability to collaborate
-

Education forms

Information Instructional modes

We use a so-called 'studio model' in a classroom setting. Concepts are presented every two weeks. You will reflect, discuss and choose. Everyone works further within and outside the lessons within the context jointly defined starting points. The activities include: assignments, presentations, mini-lectures, exhibition visits, group discussions, guest speakers.

Attendance / Participation requirement

Successful completion of this module requires active participation and visible commitment during the lessons. During the lessons, you will collaborate with other students and critically discuss each other's work. By offering feedback to your fellow students during the lessons, you actively participate in the learning process of your fellow students. In order to achieve the learning objectives, it is necessary to be present and to show active commitment. In case of illness or absence, you should report to the relevant teacher in writing, prior to the lesson.

Explanation of education forms

In this module, you work on a joint presentation to the outside world. This could be an exhibition or a publication, for example. This module deals with many aspects of the discipline. What is your role and position as a designer? What relationship do I seek with my audience? What is the expressiveness of my work? How do I work individually and in collaboration on a complex and layered project? In block 4 the content of the exhibition is created individually or in smaller groups (students work as creators/curators). In groups, sub-areas are worked out and different areas of expertise are called upon (spatial design, graphic design, publicity & communication, production, project management, etc.). During the process, the groups change composition.

Instructional modes

- Group lesson
- Project

Assessment criteria

Assessment criteria

The quality of:

1. Your appointment of different roles of a designer, both practical and more social
2. Your translation of a concept into a visual and spatial design
3. Constructive cooperation and participation in a group process
4. The dialogue with the public outside the learning environment
5. Editing a complex and layered project
6. The creation of relationships between image and text and between content and form
7. Critical reflection on the design process and the context in which the design manifests itself
8. Writing and reading skills.

Deliverable

1. An exhibition proposal made in group (concept, visual, spatial)
2. Work for short individual assignments
3. A research paper
4. A self-evaluation
5. The development of a (group) assignment that partly forms the content of the exhibition
6. A part of the exhibition to be developed (spatial design, graphic design, publicity & communication, production, project management)
7. An essay

Tests

Lecturer / Committee Assessment

Committee Assessment

Explanation of tests

De volgende gedragsindicatoren waren leidend bij de toetsing:

- 1.1 t/m 1.5 en 1.7;
- 2.1 tm 2.3
- 3.1 t/m 3.3; 3.5
- 4.1 en 4.2; 4.5
- 5.1; 5.3 ; 5.5
- 6.2 tm 6.4; 6.7
- 7.1 t/m 7.3

Participation requirements for interim examinations

Je hebt recht op deelname toetsmoment, en/of een herkansing van het toetsmoment als je voldoende aanwezig bent, en pro-actief meedoet.

Er volgt een herkansing als:

1. Het ingeleverde vereiste werk niet genoeg aan de gestelde beoordelingscriteria voldoet en het totaaloordeel niet van het vereiste niveau is. In dat geval zal de student een verbetering (adhv mondeling/schriftelijk gegeven feedback) moeten doorvoeren en het vereiste werk weer opnieuw presenteren (uiterlijk in het eerstvolgende herkansingsmoment).
2. De student niet op komt dagen bij de beoordeling, niet genoeg aanwezig is geweest, of te vaak/te laat naar de les is gekomen.

HKU Media hanteert de regel dat een student alleen aan een 2e of 3e beoordeling kan deelnemen als er een gegronde reden is om de 1e beoordeling over te doen, namelijk in geval een beoordeling onvoldoende was of in geval een student vooraf heeft gemeld door ziekte of omstandigheden niet aanwezig te kunnen zijn. Mocht een student na drie keer geen voldoende beoordeling hebben, moet de module opnieuw worden gevolgd.

Tests

- Interview (8 wk) Project Evaluation (16

Oral test

Test weight

100

Minimum grade

A satisfactory result

Credits

8

Grading scale

Differentiated (VG, G, PASS, FAIL)

Test duration

20

Lecturers

Lecturer

- A Herrman
- A van Haarlem

Contact person

S Gratz

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