

MODULE TITLE:	Masters: Design Implementation	
MODULE CODE:	Project & Research Paper DES811M4	
MODULE LEVEL:	M	
CREDIT POINTS:	60	
SEMESTER:	3 (f/t) 5 (p/t)	
LOCATION:	UU Magee Campus	
PREREQUISITE	Credit points equivalent to the Postgraduate Diploma	
CO-REQUISITE	None	
MODULE CO-ORDINATOR:	Mr P Lynch (Project) and Prof. Paul McKeivitt (Paper)	
TEACHING STAFF RESPONSIBLE FOR MODULE DELIVERY	UU Magee Core Staff.	
HOURS:	600	
	Tutorials/Seminars	12hrs
	Independent study (including assessment)	588hrs
TOTAL EFFORT HOURS:	600hrs	
ACADEMIC SUBJECT:	Design	

RATIONALE

This module extends the applied knowledge and skills gained during the Postgraduate Diploma component. Research may focus on a particular aspect of previous study in order to bring it to a higher level of resolution. The Masters module will create a mature design vision.

AIMS

To advance strong design production and research paper writing skills in a mature framework.
 To advance strong critical awareness & self-management skills.
 To advance a strong personal identity in the student & their study approaches.
 To produce a professional research paper outlining their activities.

LEARNING OUTCOMES

A successful student will be able to show that he/she can:

KNOWLEDGE AND UNDERSTANDING

- K1 Display a mastery of specialist aesthetic, production & marketing knowledge informing study.
- K2 Design and apply appropriate research methodologies.
- K3 Demonstrate expertise in advanced research.
- K4 Demonstrate expertise in advanced studio practice

INTELLECTUAL QUALITIES

- I1 Critically review scholarly sources.
- I2 Consolidate knowledge of chosen specialist design issues
- I3 Devise & sustain arguments at the forefront of practice.
- I4 Critically evaluate complex research problems and offer solutions.

PROFESSIONAL/PRACTICAL SKILLS

- P1 Master the management of their own learning and make use of scholarly reviews and sources.
- P2 Convey professional understanding of cultural, economic, environmental, social implications.
- P3 Deploy IT/production skills at the forefront of the discipline in producing resolved design work.
- P4 Demonstrate concept and development skills at the forefront of practice.

TRANSFERABLE/KEY SKILLS

- T1 Demonstrate initiative.
- T2 Demonstrate the ability to be adventurous and innovative.
- T3 Communicate with dexterity: listen, negotiate, present & write in a variety of formats.
- T4 Accept accountability for determining and achieving personal outcomes.

CONTENT

Students will evidence a body of resolved practical work supported by a journal paper of approx 3,000 words. The list below will act as the common denominators for content on the module.

Masters Design Implementation Project Proposal
Implementation Production schedule
Production Issues

Masters Design journal piece.
Writing skills
Presentation techniques

ASSESSMENT

The module is assessed as 100% Coursework. Whilst qualitative feedback is offered during the teaching period to guide and assist students as they develop their Masters Project and Research Papers, marks are only awarded during the examination period at the end of semester. Students will be assessed according to set criteria distributed to them at the start of semester.

Coursework 1

- Masters Project - Journal Paper.
- 30%
- K1 Display a mastery of specialist aesthetic, production & marketing knowledge informing study.
- K2 Design and apply appropriate research methodologies.
- K3 Demonstrate expertise in advanced research.
- K4 Demonstrate expertise in advanced studio practice.
- I1 Critically review scholarly sources.
- I2 Consolidate knowledge of chosen specialist design issues.
- I3 Devise & sustain arguments at the forefront of practice.
- I4 Critically evaluate complex research problems and offer solutions.

Coursework 2

- Masters Project - Resolved Design Work.
- 70%
- P1 Master the management of their own learning and make use of scholarly reviews and sources.
- P2 Convey professional understanding of cultural, economic, environmental and social implications.
- P3 Deploy IT/production skills at the forefront of the discipline in producing resolved design work.
- P4 Demonstrate concept and development skills at the forefront of practice.
- T1 Demonstrate initiative.
- T2 Demonstrate the ability to be adventurous and innovative.
- T3 Communicate with dexterity: listen, negotiate, present & write in a variety of formats.
- T4 Accept accountability for determining and achieving personal outcomes.

100% Coursework	0% Examination
-----------------	----------------

REQUIRED READING

Bachelard G
 Bordwell D & Thomson K
 Clarke G
 Lupton E, Miller A
 Maimon EP, Peritz J
 Paul C
 Wells P
 Zeegen L

Andrews P
 Banks A & Caplin S
 Fiell P & C
 Gordon B
 Katz S
 Patmore Chris
 Poynor R
 Zeischegg F & Lewandowsky P

MAGAZINES Sources**JOURNAL Sources****RESEARCH**

The Poetics of Space Beacon Press 1994
Film Art McGraw Hill 2000
The Photograph Oxford History of Art NY 1997
Design Writing Research London Phaidon 1996
The Writer's Resource *A handbook for Writing and Research* NY McGraw Hill 2003
Digital Art Thames & Hudson London 2003
Understanding Animation London Routledge 1998
The Fundamentals of Illustration AVA 2005

PRACTICE

The Digital Photography Manual Carlton Books 2000
Digital Illustration / The Complete Guide ILEX 2003
Graphic Design for the 21st Century Taschen Koln 2005
Making Digital Type Look Good Thames & Hudson 2001
Shot by Shot / Visualising from Concept to Screen Braun Brumfield 1991
The Complete Animation Course Thames & Hudson 2003
No More Rules *Graphic Design & Postmodernism* Laurence King London 2003
A Practical Guide to Digital Design AVA Switzerland 2003

Afterimage
 American Cinematographer
 Animation magazine
 Aperture
 Baseline
 Car Styling
 Circa
 Computer Arts
 Creative Review
 Design
 Design Week
 Dpict
 DV digital video
 Eye
 Film Comment
 Film Ireland
 Filmmaker
 Form
 Graphis
 ID
 Idea
 New Design
 Sight & Sound
 Source
 The Design Journal (International Refereed on all aspects of Design)
 Digital Creativity (Proceedings & Conferences on Computers in A&D)
 Design Issues (MIT Press)
 Design Management Journal (Boston Mass.)
 European Journal of Communication (Sage Publications)
 Innovation (quarterly journal)
 Interactions (Industrial Design Society of America)
 Journal of Design History (Oxford University Press)
 Journal of the Print World
 Journal of the History of Ideas
 Journal of Aesthetics & Art Criticism (American Society of Aesthetics)

Leonardo (MIT Press)

WEB Sources

Advertising Standards Authority	www.asa.org.uk
Animation Library	www.animationlibrary.com
Animation World Network	www.awn.com
Art & Design Index UU	www.ulst.ac.uk/library/arts/cuttings
Art Guide	www.artguide.org/uk
Artdiary	www.artdiary.net
Artfacts	www.artfacts.net
Artists Assoc of Ireland	www.artistireland.com
Artlondon	www.artlondon.com
Arts Council Ireland	www.artscouncil.ie
Arts Council Northern Ireland	www.artscouncil-ni.org
Association of Illustrators	www.aoi.co.uk
Atom Films	www.atomfilms.com
Australian Film	www.cinemedia.net
Bad Designs	www.baddesigns.com
BBC	www.bbc.co.uk
Belfast City Council Arts	www.belfastcity.gov.uk/arts/
British Film Institute	www.bfi.org.uk
Centre for Sustainable Design	www.cfsd.org.uk
Chartered Society of Designers	www.csd.org
Circa Art Magazine	www.recirca.com
Crafts Council Ireland	www.craftscouncil-of-ireland.ie
Creative Ireland	www.creativeireland.com
Creative Northern Ireland	www.creativeni.com
Creative Review	www.creativereview.co.uk
Crumb	www.newmedia.sunderland.ac.uk/crumb/
Design & Art Direction	www.dandad.org
Design Council	www.design-council.org.uk
Design Museum	www.designmuseum.org
Documentary Film	www.2.dox.dk./dox
Émigré	www.émigré.com
Envirolink	www.envirolink.org
Exhibition Net	www.exhibitions.co.uk
International Movie database	http://us.imdb.com
Institute of Contemporary Arts	http://www.ica.org.uk/
Institute of Designers of Ireland	www.idi-ireland.com
Irish Arts Review	www.irishartsreview.com/index/htm
Irish Film and TV Network	www.iftn.ie
Live Art Archives	http://art.ntu.ac.uk/liveart
New Media Notes	http://artistsireland.com/nmn/
One Dot Zero	www.onedotzero.com
Pathe	www.britishpathe.com
Photography on the Web	www.photographyontheweb.org
Prelinger Archive Etc	www.archive.org/movies/prelinger.php
Re:Design	www.redesign.org
Rhizome	www.rhizome.org
Webmonkey/Wired	www.webmonkey.com

SUMMARY DESCRIPTION

This module involves the consolidation of a body of resolved design work supported by a research paper. Graphic Design, Image-making (Illustration/Photography), 3D Design, Interactive Multimedia Design, Moving Image (Video/Animation) and/or other multidisciplinary design projects are supported as either single or collaborative proposals.

The module is divided into four blocks, each with a set task. A typical schedule might be:

- 1: Masters Design Project Proposal
- 2: Masters Design Project Production Schedule
- 3: Masters Design Project Practical output - evidenced folio/book.
- 3: Masters Design Research Paper (3000 word research paper).