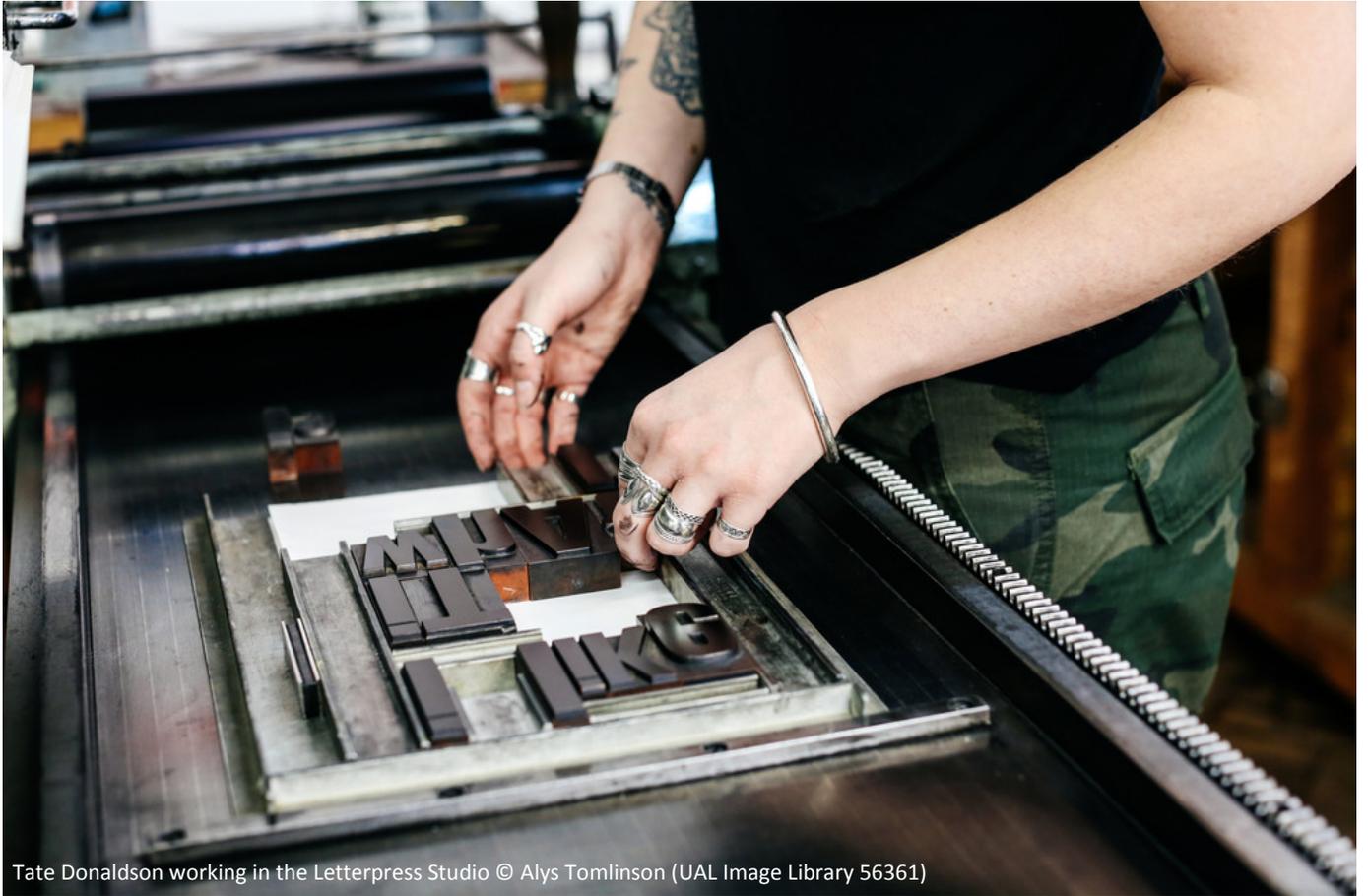# Summer Study Abroad - Graphic Media Design

Tate Donaldson working in the Letterpress Studio © Alys Tomlinson (UAL Image Library 56361)

Module Overview

On this three week course you will explore the relationship between graphic design communication systems and media processes through studio based and technical workshops, discussion and other activities.
With an emphasis on visual research and exploration we will examine the function of typography, layout, and basic design principles, Letterpress, Screen printing Risograph printing, digital filmmaking & editing, furthering exploring the relationship between print and digital media.
There will be the opportunity to visit museums and galleries in London to see the latest design techniques and get some inspiration.

Class hours: 75 hours
Non-class hours: 15 hours
Course level: Open
Entry requirements: You should have some prior undergraduate study in social sciences, but do not need to have studied media or cultural theory before. This course is perfect for
you if you are thinking of further study or professional development in the media,
cultural or communications industries.

Aims

•   Enable you to develop a critical understanding of the major theoretical perspectives in the field of media, cultural and communications studies
•   Explore the social, historical and economic context of the transformations in media and communications practices and industries and their impact on contemporary cultures and societies
•   Develop your understanding of a range of contemporary media, cultural and communications practices
•   Support you to be able to present your research and ideas confidently – in writing, face-to-face and online

Learning Outcomes

By the end of the course you should be able to:

•   Be aware of the economic forces which frame the media, cultural and creative industries, and the role of such industries in contemporary political and cultural life **(Subject Knowledge)**
•   Critically analyze the theoretical issues that inform the media and cultural studies discipline **(Research, Analysis)**
•   An ability to locate and evaluate information from a range of written and / or visual sources **(Research, Analysis)**
•   An ability to communicate ideas and arguments in an academic form **(Communication and Presentation)**

Requirements for Assessment

•   Contribution to online media presence
•   Presentation of ideas and concept development

Materials Required

Please bring with you:
•   A laptop
•   Digital camera or phone with a camera
•   USB memory stick
•   Sketchbook
•   Awl
•   Materials/fabrics for book binding jacket and for screen printing
•   Papers for book project and collages
•   Scrap papers/materials/fabrics
•   Rubber bands, paperclips, masking tape and blu tack
•   Magic tape, scissors, ruler, cutting board, scalpel
•   Pens and Pencils

Depending on your project you may need to pay for additional materials and print processes. All fees are set at student rates and are very reasonable, your tutors will be able to guide you on this.

Please bring with you examples of your own graphic design work, either in the form of prints in a portfolio, or stored in digital form (on a memory stick, for example), ready for presentation. You may wish to bring your own laptop, or tablet, but these are not essential. You should also bring your camera, a notebook, and a pen.

If you haven't done so already, you should also begin to think about what sort of graphic design project, or projects, you would like to undertake whist studying on the Summer School. Your tutors will be able to help you with researching, developing and delivering whatever it is that you wish to produce. It may be that you wish to extend an existing aspect of your current practice, or you may wish to explore new strategies and approaches, but what is most important is that you arrive with at least some initial ideas as to how to make the most of this opportunity.

Your tutors are very much looking forward to welcoming you onto the course, and to working with you on developing a project.

Reading/Resources List

Please note this list is indicative and you won't need to go out and buy any books until you have begun the course or you can access them in the LCC Library.

- Bignall, J. (2002) *Media Semiotics: An Introduction.* Manchester: Manchester University Press.
- Noble, I (2007) Visual Research: An Introduction to Research Methodologies in Graphic Design
- Shaunessy, A, and O'Reilly J (2001): Display Copy Only
- Worthington, S and Jaques, (2008) Mute Magazine: Graphic Design
- Shaunessy, A and Brook, T (2009) The Secret Life of a Graphic Design Studio
- Slade-Brooking, Creating a Brand Identity
- Cottrell, S. (2008) *The Study Skills Handbook.* 3rd ed. Basingstoke: Palgrave MacMillan.
- Hall, S. ed. (1997) *Representations: Cultural Representations and Signifying Practices.* London: Sage.
- Gillespie, M. & Toynbee, J. (2006) *Analysing Media Texts.* London: Open University Press.
- Williams, R. 2008. 'Darkness, Territorialisation and Social Control'. In. *Space and Culture.* Vol. 11, No. 4. November. 514-532.

You may also want to have a look at Artefact, an arts and lifestyle magazine and website produced students at London College of Communication.

https://www.artefactmagazine.com

Tutors

Shernette Daly is a graduate of London College of Printing and Distributive Trades in 1998 (LCPDT). She has spent over 15 years practising as a designer, working on an array of projects including; Music Packaging, Branding and Identity, Advertising, Packaging, Editorial Design, Book Jacket Publishing, Illustration and Photography.
Currently she works for the University of the Arts London (London College of Communication) as an Associate Lecturer on the BA in Graphic Media Design and the Graphic Branding and Identity Course. She also practices as a freelance design consultant.

"My education and industry experience has enabled me to develop and deliver projects to emulate industry practice, yet encourages the exploration and potential of both traditional and digital medi