Module Overview

At Central Saint Martins we understand Graphic Communication Design as an expanded practice. This means we are interested in thinking about design from a broad range of perspectives that challenge conventional understandings of the discipline.

During this intensive three-week course you will experience a taster of the five study Platforms that make up the undergraduate Graphic Communication Design programme here at Central Saint Martins. These platforms will introduce you to a range of ways of thinking and feeling about design. The Platforms in question are: Experience & Environment, Information & Systems, Narrative & Voice, Strategy & Identity, and Time & Movement.

Within each Platform experience you will be given a different project brief to challenge your understanding of the subject. These short projects will stimulate your thinking and enable you to become more confident of your own areas of interest and specialism. While embarking on these projects there will be opportunities to explore the city, thus enabling you to experience what London has to offer as a world-renowned cultural destination.

The final week of the course will provide a more open-ended studio environment to enable you to bring more of your own personal position and agenda to the fore. During this final week you will choose one of the five Platforms briefs to develop further into your own personal project.

**Class hours:** 60 hours  
**Non-class hours:** 15 hours  
**Course level:** Open  
**Entry requirements:** Students booking onto this course are expected to be independent and highly motivated and should have prior experience in graphic design, preferably having completed one year at university level.
Aims

- To challenge conventional understandings of graphic communication design through a range of short platform-based studio briefs.
- To create a broad range of design work that tackles different subjects and targets different audience groups and contexts of use.
- To initiate and develop your own self-directed project inspired by one of the set platform briefs.
- To document and exhibit your design development and project outcomes.
- To explore and develop positions within your graphic communication design practice.

Learning Outcomes

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

- Apply core and specialist skills and experiment with medium and message. (Enquiry, Communication)
- Select, test and use appropriate methods in the production and presentation of your work. (Realisation)
- Work in teams to discuss and reflect on work, observe its impact within increasingly complex situations and make new iterations based on this reflective practice. (Process, Knowledge)

Materials Required

Please bring with you:

- A laptop (if you are able)
- A digital camera or phone with a camera
- A black marker pen
- Pens and pencils (including coloured pencils or pens)
- Scissors, a small ruler, eraser

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 CSM Library.

Tutors

**Abbie Vickress** is a graphic designer, researcher and design facilitator, exploring knowledge distribution in public engagement, cultural spaces, situations, and society. This critical approach manifests through printed design, exhibition/exhibit design, curation, writing and facilitation of workshops and events.

Abbie’s projects vary from design interventions in large institutions such as the V&A Museum, The Royal Academy of Arts and the National Portrait Gallery; to international design collectives such as Derailed (a design residency along the Trans-Siberian Railway), and The State of Unsettlement (a range of projects and events about the UK’s departure from the European Union). She has also co-authored several editions of Thames&Hudson’s Graphic Design School publication.

A graduate of the Royal College of Art Visual Communication MA (2014), and a Fellow of the Higher Education Academy, Abbie has taught at a variety of UK institutions across BA and MA level. These include, The Royal College of Art, Central Saint Martins (UAL), and the University of the West of England. She is a member of the International Society of Typographic Designers.