

## Summer Study Abroad - Graphic Design



### Module Overview

At Central Saint Martins we encourage you to examine your role not only as a graphic designer but as a citizen of the world; you have the skills to communicate vital messages to the world, have an impact and be a catalyst for change. Using methods of recording, informing, promoting and persuading, graphic designers are responsible for communicating ideas which shape the ways people see and act in the world.

On this course, through projects looking at type and image, narrative, branding and enterprise, you will be using research, synthesis and development to further develop your existing design skills. You will experiment, challenge, discuss and build on your existing knowledge to produce a number of projects which you will be able to complete after the course for your portfolio. We expect students to have experience using Adobe software; we will support your use of these programs, but we will not be teaching software skills.

You will be taught by tutors from the BA Graphic Communication Design course at Central Saint Martins, who will introduce you to ways of working and methodologies which reflect our current working practices, as well as give you a taste of what it's like to study here, and show you "our London".

Week One. The first week is a dynamic introduction to the visual context of London as a source of inspiration. Practical workshops will be combined with the opportunity to explore nearby public spaces and museums. There will be critiques and discussions about work-in-progress aimed to increase your confidence and extend your design vocabulary

Week Two. You will begin a longer project based around you as a practitioner and also continue with other shorter projects. The projects will draw on your own interests and knowledge to produce work for discussion and conversation with other students and tutors.

Week Three. The final week is about finalizing and producing finished work for presentation to your tutors and the group. Tutorial time will also be available for individual portfolio review. You will have the opportunity to reflect on your home study path and options for postgraduate study or employment in the global design industry. The course culminates in a pin-up show and exhibition with other Summer Study Abroad students.

<b>Class hours:</b>	75 hours - 15 taught days in the studio including 1 field research day, 1 self-directed day and 1 day preparing a final show and exhibiting work
<b>Non-class hours:</b>	15 hours - During these 15 days, time will be set aside for independent study, and completion of projects either in the library or studio
<b>Course level:</b>	Intermediate / Level 4/5
<b>Entry requirements:</b>	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.

## Project Description

During the course you will complete a number of projects that will focus your intended view of your own practice. Starting off with skills-based projects, you will move onto a research based, larger project. This course supports a multi-disciplined approach to thinking and making and encourages unintended outcomes.

Projects will include: A project to introduce yourself; drawing and image making about London; typography and book design; street photography; and a brand development and social design project.

## Aims

To explore the different subject areas of contemporary graphic communication design practice through a series of studio projects.

### Learning Outcomes

- Research, analyze, and present information in an appropriate graphic format
- Demonstrate an understanding of organization, structure and detail
- Use design skills, processes and systems appropriate to the practice of graphic communication design including typography, image, layout and strategy
- Intentional experimentation with different approaches and media

## Materials Required

- Memory stick or hard drive
- A laptop and digital camera (or camera phone) ideally with Adobe Suite, although there are some open access computers in the university for you to use.
- Some design materials will be supplied but please bring any design tools you like to work with. Please note items can also be purchased from the college shop.

## Reading/Resources List

- Baines, P. and A. Haslam (2005), *Type and Typography*; Laurence King Publishing
- Bowers, J. (2012) *Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application*; John Wiley & Sons
- Brown, T. (2009) *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*; Harper Collins
- Dowdy, C. (2003). *Beyond Logos: New Definitions of Corporate Identity*; Rotovision
- Hochuli, J. and R. Kinross (1997), *Designing Books, Practice and Theory*; Hyphen Press
- Tufte, E. and G. Howard (1983), *The Visual Display of Quantitative Information*; Graphics Press Cheshire

## Tutors

**Emily Wood** has been teaching BA Graphic Communication Design at Central Saint Martins for twelve years. She is studying for an MA Academic Practice with a focus on inclusivity in the classroom, using digital teaching tools, and looking at creating communities within the student body. She also runs REG design with Ruth Sykes, which enables her to combine her interest in social design with her teaching practice.

**Ruth Sykes** is a long standing Associate Lecturer on BA and MA Graphic Communication Design at Central Saint Martins. She is currently studying MA History of Design at RCA with a research interest in the history of women in Graphic Design. She is also Emily's partner at REG design, [www.regdesign.co.uk](http://www.regdesign.co.uk).

**Martin McGrath** is an Associate Lecturer in the Graphic Communication Design programme at Central Saint Martins (since 2005). Alongside teaching Martin runs a busy practice that specialises in exhibition graphic design, design for print and digital environments. Clients include; The National Gallery, Science Museum, Wellcome Collection, Museum of London and many more.

[www.martinmcgrath.com](http://www.martinmcgrath.com)

**Helen Ingham** is a practicing artist-printer and designer and has been researching and using letterpress since 2002. In addition to her practice, Hi-Artz, she is the letterpress technical expert at CSM and runs short courses and events at Central Saint Martins and St. Bride Foundation Print Workshop.

**Oliver O'Keeffe** is a practicing artist, illustrator and design tutor at CSM, teaching contextual studies, design and illustration on the BA Graphic Communication Design course. He also teaches at Ravensbourne College, and in the local community on arts programmes.

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