



London College of Communication  
**Faculty of Design**  
Graphic and Media Design / BA (Honours)  
2009 – 2010

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Unit	<b>Personal and Professional Development (PPD)</b>
Year	<b>One</b>
Term	<b>Autumn / Spring</b>
Project Tutors	<b>Anna Gerber, Sarah Temple, Tony Todd, Sheena Calvert, Joshua Trees</b>
Brief Date	<b>Friday 9th October 2009 (in seminar groups)</b>
Deadline	<b>Friday 19th March 2010 Hand in to Faculty of Design Office 10-3pm</b>

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<b>Project Number</b>	<b>1</b>
<b>Project Title</b>	<b>Knowledge, Skills &amp; Reflection</b>

#### Project Brief

You must produce a 700 word essay that examines the ideas contained in 2 of the PPD lectures and seminars you have attended over the course of the year. You must demonstrate a critical engagement with the subject and evidence an increased knowledge through your own research as well as reference to the lecture series and seminars. The essay will also allow you to consider the relevance of these lectures and seminars in relation to your ambitions and your understanding of graphic design as a discipline. To show evidence of this you must include a bibliography, reference the essay and supporting visual materials.

The first half of the course has been planned to provide you with new knowledge and skills: studio sessions, lectures and seminar groups will have exposed you to a wide and diverse range of people, perspectives, approaches. As well as focusing on the PPD lecture series this essay allows you to draw from all areas that you have been exposed to during your course: projects and workshops in the studio and ideas discussed in VCT sessions. You may also draw from other experiences: perhaps you discovered reading a particular book/seeing an exhibition or film, that has impacted on your work in a way that is worth mentioning and reflecting upon?

There is an element of reflection in this exercise, however, we expect you to look outside/beyond yourself and draw connections between your own experiences and the knowledge and skills you have amassed and collected in during your time at LCC.

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#### Learning Outcomes

1. Reflect on your learning experience and learn from both your successes and failures. (Self-Management and Development)
  2. Identify and utilise primary and secondary research skills. (Research)
  3. Identify and analyze your specialist skills. (Analysis)
  4. Identify and use a variety of communication skills. (Communication and Presentation)
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#### Assessment Requirements

700 word essay including bibliography + supporting visual material  
2 copies required for hand-in.

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#### Subject Knowledge and Context

##### Design for Advertising

McQuiston, L. (1993 & 2004) *Graphic Agitation (I & II)*, Phaidon Press  
Lucas, G. & Dorrian, M. (2006) *Guerrilla Advertising*, Laurence King

##### Design for Print

McAlhone, B. & Stuart, D. (2002) *A Smile in the Mind*, Phaidon Press  
Poynor, R. (2003) *No More Rules: Graphic Design and Postmodernism*, Laurence King

##### Design for Illustration

Sinclair, R. (2000) *Real Life and How to Live It*, The Fruitmarket Gallery  
Poynor, R. (2000) *Obey the Giant*, August Media

##### Design for Information Design

Lidwell, W., Holden, K. & Butler, J. (2003) *Universal Principles of Design*, Rockport Publishers  
Lupton, E. & Abbott Miller, J. (1996) *Design, Writing, Research: Writing on Graphic Design*, Phaidon Press

##### Design for Interaction/Moving Image

Norman, D. (2002) *The Design of Everyday Things*, Basic Books  
Rees, A.L. (1999) *A History of Experimental Film and Video*, BFI Publishing

##### Design for Typo/graphics

Jarman, D. (1996) *Derek Jarman's Garden*, Overlook Press  
Johnson, S. (2002) *Emergence: The Connected Lives of Ants, Brains, Cities and Software*, Penguin

#### General texts (also see notes supplied at seminars)

Laurel, B. (2004) *Design Research: Methods and Perspectives*, The MIT Press

Twemlow, A. (2006) *What is Graphic Design for?*, Rotovision

Gerber, A. & Lutz, A. (2006) *Influences: A Lexicon of Contemporary Graphic Design*, Die Gestalten Verlag

Gladwell, M. (2002) *The Tipping Point*, Abacus

Gerber, A. (2004) *All Messed Up*, Laurence King