



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

Unit	Personal and Professional Development
Year	Three
Term	Autumn/Spring
Project Tutors	Sarah Temple & Anna Gerber
Brief Date	To be briefed in GMD Studios in Autumn term
Deadline	2 x copies Monday 10th May 2010 Hand in to Faculty of Design Office 10-3pm 1 x copy Friday 14th May 2010 with Studio projects

Project Title	Positioning
Project Brief	A graduation report

This report seeks to summarize the work you have chosen to undertake in the final year and encourage you to reflect on yourself as a practitioner in a broader context. How does your education impact on the plans you have for the future? How does your work inform your understanding of the role that you wish to play when you practice professionally?

Your introduction should set out your intentions for the future and cite influences, experiences, mentors, philosophies and ideas which drive your practice. Discuss in broad terms, the spectrum of projects (self-initiated and otherwise) that you have selected to concentrate on in your final year and their relationship to the subject you have chosen for your dissertation. Reflect on your progress through design education, how your writing, thinking, research processes and intellectual development have enriched your studio practice. Consider how your body of work equips you for post-graduation. This introduction should not be purely descriptive, but must analyse your personal development, your intended position in the design community at large: contextualize by referring to cultural/historical subject discourses.

Outline concisely, each of your final year projects. Identify each brief, your primary and secondary research activities, the scope of the projects and reflect on their success/failure and explore the extent to which they have answered a question or solved a problem.

This exercise urges you to draw from all areas that you have been exposed to during your course: this can be in the studio, in your VCT work, in the PPD lectures. Design, bind and illustrate your report in a manner which reflects its content. (The report could also act as a useful promotional communication to summarise your work, personal ambitions and philosophy on graduation when you are communicating with future collaborators or employers.)

Learning Outcomes

1. Demonstrate proficiency in undertaking research related to career and postgraduate planning.
2. Demonstrate an understanding of the professional context of graphic design.
3. Write professional projects reports utilizing visual & verbal communication skills.
4. Exercise critical judgement in determining post-graduate options.

Assessment Requirements

At least 1,250 words in total. (250 on each final year project with a 250 word reflective introduction.)
3 copies required for hand-in. Bound and illustrated.

Key Texts

Heller, S. (1998) *The Education of a Graphic Designer*, Allworth Press

Glaser, M. (2000) *Art is Work*, Sage

Twemlow A.(1999) *What is Graphic Design for?*, Phaidon

Thackera J. (2005) *In the Bubble: Designing in a complex world*, The MIT Press

Steffen A. (2006) *World Changing: A Users guide for the 21- Century?*, Abrams

Lupton, E. & Abbott-Miller, J. (2006) *Design, Writing, Research*, Rotovision

Fletcher A. (2005) *The Art of Looking Sideways: Reflections on a Life in Design*, Phaidon

Gerber, A. & Lutz, A. eds. (2006) *Influences: A Lexicon of Contemporary Graphic Design*, DGV

Mau, B. (2004) *Massive Change*, Phaidon

Poynor, R. (1998) *Design without Boundaries: Visual Communication in Transition*, Booth-Clibborn Editions

Walker, J. (1999) *Design History and the History of Design*, Pluto

www.ifyoucould.co.uk

www.thishappened.org

www.threetreesdontmakeaforest.org

www.greengaged.com

www.designobserver.com

www.doorsofperception.com