



London College of Communication  
**School of Graphic Design**  
Graphic and Media Design / BA (Honours)  
2008 – 2009

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Unit	<b>Personal and Professional Development</b>
Year	<b>Three</b>
Term	<b>Autumn/Spring</b>
Project Tutors	<b>Sarah Temple &amp; Anna Gerber</b>
Brief Date	<b>Friday 31 October 2008 (in studios)</b>
Deadline	<b>Friday 15 May 2009</b>

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**Hand in to Graphic School Office 12-2pm**

<b>Project Number</b>	<b>1</b>
<b>Project Title</b>	<b>Positioning.</b>

**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 site 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 analyze your personal development, your intended position in the design community at large and 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.)

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### 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. Analyse and reflect on your personal academic & specialist studio skills.

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### Assessment Requirements

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

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### Key Texts

Heller, S. *The Education of a Graphic Designer*. New York: Allworth Press, 1998.

Glaser, M. *Art is Work*. London: Sage, 2000.

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

Thacker A. *In the Bubble: Designing in a complex World*. The MIT Press, 2005 + [www.doorsofperception.com](http://www.doorsofperception.com)

Steffen A. *World Changing: A Users guide for the 21<sup>st</sup> Century?*. Abrams, 2006

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

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

Gerber, Anna and Lutz, Anja, eds. *Influences: A Lexicon of Contemporary Graphic Design*. Berlin: DGV, 2006.

Mau, Bruce. *Massive Change*, London: Phaidon, 2004.

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

Walker, J. *Design History and the History of Design*, London: Pluto, 1999.

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[www.thishappened.org](http://www.thishappened.org)

[www.threetreesdontmakeaforest.org](http://www.threetreesdontmakeaforest.org)

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