



**REFERRED/DEFERRED ASSESSMENT - SESSION 2010/11
SUMMER 2011**

COURSE CODE	DESI 1113
COURSE TITLE	DESIGN STUDIES 4
COURSE COORDINATOR	NICKIE HIRST/MALCOLM SOUTHWARD

To Students

If you have failed a course or part of a course and have been allowed by the Progression and Award Board to be reassessed in one or several of the courses, this will be indicated in your result letter. On the back of the result letter, the words '*Failed -retake permitted before the next academic year*' will appear next to the relevant assessment items or course(s).

In that case, you are required to submit coursework and/or to take an examination again as appropriate in August 2011.

Examination timetable

The detailed examination timetable will be posted on the University website **towards the end of July**. Deferred/referred examinations should be timetabled between 15th and 26th August 2011. The link can be followed from here:

<http://www.gre.ac.uk/students/exams>

Deadline for submitting coursework

Coursework must be delivered by hand no later than **Monday 15th August 2011** to the School of Architecture & Construction. Please note that students studying at Medway may submit at Medway on 15th August. Early submissions to Medway must be by **prior** arrangement with Shelagh Barker S.D.Barker@gre.ac.uk

If you send your coursework by post, it must be sent by first class recorded delivery (keep a copy of both the postal receipt and the coursework) **no later than Monday 15th August 2011** to:

Referred/Deferred Coursework
School of Architecture & Construction
Mansion Site
Bexley Road
London SE9 2PQ
UK

Coursework submission

All coursework must be submitted by the deadline and method as above and must be accompanied by the appropriate electronic header sheet.

Deadline for submitting portfolios

Portfolios of design or visual work can be submitted either:

- (i) in person **on Monday 15th August 2011 between 10:00am and 4:00pm**, to the Mezzanine Studio, **or**
- (ii) by first class recorded delivery (keep a receipt), **on or before Monday 15th August 2011**, to:

Referred/Deferred Portfolios
School of Architecture & Construction
Mansion Site
Bexley Road
London SE9 2PQ
UK

Submission of portfolios

Portfolios of design or visual work must be submitted by the deadline and method as detailed above.

Make sure your portfolio is labelled, inside and outside with your name, year and contact details.

You must print **2 copies of the electronic header sheet**. Please attach one copy securely to the outside of your portfolio. The 2nd copy will be scanned into the Banner receiving system for proof of submission.

Postal Submissions

All postal submissions, Coursework and Portfolios, will be receipted with the date of postage as the date of submission.

It is the responsibility of the student to ensure that the work is submitted on time by the above method.

Queries

Any queries should be emailed to

acqueries@gre.ac.uk

with

- Your full name
- Your student ID number
- Your Programme of Study e.g. BA Architecture
- The title and code of the course(s) with which you have a query
- The nature of the query

<p>Please note that this email address will only be monitored until Friday 23rd September 2011, after this date enquiries should be sent direct to the Course Coordinator.</p>
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Staff email addresses and contact numbers can be looked up here:

http://www.gre.ac.uk/staff_intranet/directory

COURSE CODE	DESI 1113
COURSE TITLE	DESIGN STUDIES 4

Please find below details of the coursework to be submitted and/or examination advice as appropriate.

Assessment item	PORTFOLIO
Electronic header sheet number	184404
<p>Details of work to be undertaken: see below Project/Coursework Title:</p> <p>‘Typographic dialogues’</p> <p>A Print or Screen Project <input type="checkbox"/></p> <p>‘In the beginning God created type. And the world was without form, and void, and darkness was upon the face of legibility, God said, “Let there be ten rules to govern the use of type”, and there came structure, order and legibility.’ <i>The Ten Commandments of Typography</i>, Paul Fenton.</p> <p>The Brief <input type="checkbox"/></p> <p>Select one scene from ‘classic’ or ‘contemporary’ cinema and, utilising the screenplay, interpret it in a typographic form.</p> <p>Cinema is abundant with memorable scenes and dialogues. The actors, the pronunciation and delivery, the cinematography, the context and scene setting all add to the success of delivery. Like a film director, select ‘only a few moments’ and explore the content and context of the scene you have selected. Some memorable examples include: Casablanca, Gone with the Wind, Rebel Without a Cause, Taxi Driver, Star Wars, When Harry Met Sally, Four Weddings and a Funeral, Harry Potter, Lord of the Rings, etc. Screenplays are readily available online at places such as http://www.dailyscript.com, usually formatted in a traditional ‘typewritten’ style.</p> <p>Use typography and all its rules and the subversion of these rules to explore your typographic piece. Consider the genre, characterisation, emotions, atmosphere, location, setting, period, pace, etc. to inform your development. Typographic interpretations, considered typeface selection, hierarchical and compositional structure are all important elements of this submission.</p> <p>You may wish to experiment within a screen-based submission such as an interactive piece or an animation. Again you are encouraged to be experimental and to consider how sound, motion, editing and interaction can enhance your design. Please note</p>	

however, that we are not looking for 'read' dialogue, any sound used should be done so to enhance typographic expression.

Your challenge is to interpret the dialogue typographically and to bring your screenplays to life with the typography and composition.

The format of the finished outcome is left to your discretion, but if using print you should consider the folding, paper surfaces and print sensitively. If you wish to explore this brief within a print or 3-dimensional form – using letterpress or laser cutting then please contact me to discuss these options and workshop opening times.

Target Audience

Design students, discerning designers and film enthusiasts

Learning Outcomes

On completing the course, students will be able to:

Become a reflective practitioner.

Further develop visual research methodologies.

Develop a strong visual vocabulary, challenges pre-conceptions and explore their learning experiences.

Become experienced in compositional design techniques.

Become more informed of audiences, clients and the professional world.

Books/references

The Ten Commandments of Typography, Felton P

How To Be A Graphic Designer Without Losing Your Soul, Shaughnessy, A

Grid Systems in Graphic Design, Müller-Brockmann, J

The Typographic Experiment, Triggs, T

Reviving the Rules of Typography, Jury, D

For inspiration

<http://www.creativereview.co.uk/cr-blog>

<http://dandad.typepad.com/dandad/>

<http://www.designboom.com/eng/>

<http://www.ffffound.com>

<http://www.formfiftyfive.com/>

<http://www.grafikcache.com>

<http://www.grafikmag.com/>

<http://www.itsnicethat.com>

<http://www.johnsonbanks.co.uk/thoughtfortheweek>

<http://noisydecentgraphics.typepad.com/>

<http://www.septemberindustry.co.uk/>

Remember, **PRESENTATION OF YOUR WORK, IN A PORTFOLIO IS VERY IMPORTANT!** Please include all your sketchbooks detailing your research and design development with your portfolio.

Submit your work at the School's reception on or before Monday 15 August 2011.

Availability of course tutor for consultation:
Please contact Nickie Hirst on n.k.hirst@gre.ac.uk for any questions/and or tutorials regarding this submission.