

Design Mediation and Communication DHPG4

MODULE DESCRIPTOR

ECTS credits ¹	5	Programme	MA Design History and Material Culture
NQF level	9	School	Visual Culture
Stage	1	Module Co-ordinator	Hilary O’Kelly
Trimester	summer	Module Team	Hilary O’Kelly
Contact	Neasa Travers, Secretary School of Visual Culture: visualculture@staff.ncad.ie		
Responsibility	NCAD Academic Council / School of Visual Culture		

Introduction

This module develops critical understanding of the ways in which design is and has been mediated. Mediation is understood as a process in which ideas and objects are communicated to specialist and non-specialist audiences. Classes may focus on contemporary practices as well as historical ones. For instance, students might examine the changing representation of architecture or a field of design on broadcast television, in the periodical press or in social media in the past and in the present.

Students will be able to select the content of this module from a list of choices. When offered as a choice, the content will be different in each set of classes, each will meet the same broad academic needs and learning outcomes. This allows students to develop a *specialist* expertise over the course of a number of modules (DHPG4, DHPG5, DHPG7 and DHPG10). For instance, students electing to specialise in dress and fashion will have the opportunity to explore the *Fashion Mediation and Communication*. In this case, classes will include study of the history and contemporary practice of fashion magazine publishing; the history of the catwalk; fashion branding; the role of the stylist in fashion advertising; fashion photography; fashion blogging and social media. In this way students will develop a critical understanding of the ways in which representational practices form part of what writers have called the ‘fashion system’ (Barthes, 1967). Parallel content – relating to another field of practice - will be offered in the other set of classes.

At the same time, this module is an *option* in the sense that students might elect to take this module or achieve the necessary credits by taking the 5 credit ‘Design for Change’ module offered by the School of Design or by taking a 5 credit module offered by MA ACW. This module is also available to other post-graduate students on other MA programmes at NCAD.

What will I learn?

On successful completion of this module students will be able to:

- i. make critical ASSESSMENTS of the ways in which past and present mediation practices have shaped design;
- ii. UNDERSTAND and APPLY key concepts in media theory
- iii. PLAN, structure and deliver a presentation based on both primary documentation and a critical perspective on secondary sources.

Module content

How will I learn?

Organised as three hour seminars over 5 weeks or as a two day 'intensive', this module will focus on a specific medium. Students will be asked to make critical assessment of particular practices through in-class discussion and analysis. Students will prepare for class by reading key texts, watching/listening to programmes, or analysing documents.

Learning Tool / Hours

Learning tool	Hours
Lectures	15
Specified Learning Activities	15
Autonomous Student Learning	70
Total Workload	100

What learning supports are provided?

Bibliographic sources and models of writing / research practice will be supplied.

Indicative bibliography

- Barthes R (1967) *The Fashion System*
 Bartlett, D. Cole, S., Rocamora, A. (2013) *Fashion Media: Past and Present*
 Blaszczyk, R.L. (2000) *Imagining Consumers*
 Higgott, A. Wray, T. (2012) *Camera Constructs. Photography, Architecture and the Modern City*
 Jobling, P. (1999) *Fashion Spreads*
 Myles Ethan Lascity (2018) "'Cool' Workings: Glamour Labor and Identity Issues in Fashion Branding', *Fashion Theory*
 Peach, A. Pedersen, S. (2018) 'Highland Romance or Viking Saga?: The Contradictory Branding of Orkney Tweed in the Twentieth Century', *Journal of Design History*
 Twemlow, A. (2014) *Sifting the Trash: A History of Design Criticism*

Am I eligible to take this module?	
Module Requisites and Incompatibles	
Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

How will I be assessed?

Assessment tool	% of final grade	Timing
XXX	100%	TBC
Total	100%	

Feedback, results and grading

The work will be assessed employing the College's Grade Assessment criteria (see the programme handbook).

Written feedback will be given at the end of the module.

What happens if I fail?

Resit Opportunities

Opportunities will be provided to students who do not complete all assessments, but students will not be able to qualify for the award on completion of this programme until the learning outcomes of this module have been met.

Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-Requisite: None

Co-Requisite: None

Incompatibles: n/a

Prior Learning

Requirements: None

Excluded: None

Recommended:

Should be prepared to participate fully in all module activities including visits

When and where is this module offered?

Summer trimester

TBC

How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About 2/3rds of the way through the trimester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

For further details on the content of your module and teaching arrangements consult your Programme or Module Handbook