1. KentVision Code and title of the module

DESG4016 Creative Narratives and Environments

## Division and School/Department or partner institution which will be responsible for management of the module

Arts & Humanities (KSAP)

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 Credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring Term

1. **Prerequisite and co-requisite modules** **and/or any module restrictions**

None

1. **The courses of study to which the module contributes**

Compulsory to the following courses:

BA (Hons) Graphic Design

BA (Hons) Spatial and Interior Design

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Identify and source different approaches to developing and constructing narratives.

8.2 Analyse a brief and/or service or product and identify narrative elements.

8.3 Understand the importance of narrative in the design process and design strategy.

8.4 Understand and demonstrate the role of narrative within contemporary and commercial visual communication media platforms.

8.5 Communicate different narratives – tell stories - using different formats and media, e.g. visual, 2D and 3D, literary, oral.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Undertake research and analysis of information, case studies and data.

9.2 Be self-critical of work in progress, responding to the critical insights of others and investigating and assessing alternative methods and techniques.

9.3 Prioritise tasks and work efficiently on a project over a period of time.

9.4 Demonstrate flexibility of thought and an openness to new thinking and apply to problem solving.

1. **A synopsis of the curriculum**

The story or narrative is at the core of the majority of advertising and marketing campaigns as well as discrete design outcomes. This module will introduce the identification of narrative elements from a range of sources, understanding narrative structures with particular emphasis on storyboarding & script writing, often a combination of both. Exploring the hand drawn, collage and photomontage, utilising a rich range of techniques. Final projects can take experimental adventurous interpretations of a storyboard, including 2D & 3D comics, graphic novel book form, 3D structures and performance space (including live action/animation of space). Knowledge and skills gained on this module will be transferable to creative projects across the programmes.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

12. **Contact Hours**

Total Contact Hours: 33

Private Study Hours: 117

Total Study Hours: 150

13. **Assessment methods**

13.1 Main assessment methods

100% Portfolio

13.2 Reassessment methods

Reassessment Instrument: Like-for-like

14. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods and methods of assessment**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Workshops | **x** | **x** | **x** |  |  | **x** |  | **x** |  |
| Tutorials | **x** | **x** |  | **x** |  |  | **x** |  | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Portfolio | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

15. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

In this module, there is an emphasis on visual judgement and decision making alongside craft skills and manual dexterity.

16. **Campus(es) or centre(s) where module will be delivered**

Canterbury

17. **Internationalisation**

Storytelling is both a shared cultural and a cultural specific activity. Global but also local to a few square miles. Students will be encouraged to explore, understand and share this rich diversity through research and personal experience.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
| 21/12/2021 | Minor | 2022/23 | 13-14,16 | No |
|  |  |  |  |  |