

Design Mediation

PGVC1010

MODULE DESCRIPTOR

ECTS credits ¹	5	Programme	MA Design History and Material Culture Postgraduate Certificate in Design Mediation (CFA) MRes PhD
NQF level	9	School	Visual Culture
Stage	1	Module Co-ordinator	Hilary O’Kelly
Trimester	2	Module Team	Hilary O’Kelly
Contact	Neasa Travers, School of Visual Culture Secretary: visualculture@staff.ncad.ie		
Responsibility	The NCAD Academic Council and the School of Visual Culture Board have responsibility for this module.		

1. 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 by means of publication, broadcast, exhibition and display. It can involve promotional activities such as those associated with branding and marketing such as the catwalk in fashion, as well as criticism in mass media. New developments in social media will be addressed such as the rise of the design blog. 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.

The aims of this module are to:

- provide participants with an introduction to key historic and contemporary theories of design.
- explore the impact of theory on design practice in different and distinct historical moments.
- explore how theory can be applied to interpret and understand design.

2. What will I learn?

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

1. Make critical ASSESSMENT of the ways in which past and present mediation practices have shaped design;
2. UNDERSTAND and APPLY key concepts in media theory

¹ European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year (two trimesters)

3. PLAN, structure and deliver a presentation based on both primary documentation and a critical perspective on secondary sources.

Indicative Module content

- The Past, Present and Future of Retail Culture
- Design on Television
- The Collapse of Design Criticism
- Promotional Culture and the Marketing of Design
- Consumer Culture in C21st
- The impact of Blogging and Social Media on Design Today

3. How will I learn?

Organised as 3-hour weekly seminars over five 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
Seminars	15
Specified Learning Activities	15
Autonomous Student Learning	70
Total Workload	100

4. 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*

5. 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

6. How will I be assessed?

Students will be set a writing task which will involve critical assessment of the techniques employed in one field of design mediation.

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

Assessment tool	Learning outcomes assessed
Essay	All learning outcomes

7. Feedback, results and grading

Feedback

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

Grading

Students' assessments will be graded using the [NCAD Grade Descriptors](#).

8. 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.

9. When and where is this module offered?

Delivered in trimester 2. Classes are taught in one of the seminar rooms on NCAD's Thomas Street campus.

10. 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 two-thirds of the way through the year, 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. Students are also encouraged to complete the Irish Student Survey of Engagement. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

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

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