MODULE DESCRIPTOR

Module Title

Establishing Core Practices (Communication Design)

Reference	AA2403	Version	1
Created	August 2023	SCQF Level	SCQF 8
Approved	September 2023	SCQF Points	30
Amended		ECTS Points	15

Aims of Module

To establish core conceptual, theoretical and practical principles, methods and processes fundamental to Communication Design.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Distinguish insights and conclusions from a design process that show a range of credible creative ideas, concepts and outputs across a series of design projects.
2	Show a practical working knowledge of materials, processes and technologies specific to Communication Design.
3	Use a range of analogue and digital drawing, visualisation and image making techniques and processes across a series of briefs.
4	Practice a range of communication skills in visual, verbal, and written forms during the conduct of design projects.
5	Write positive creative responses to themes of sustainability across all briefs.

Indicative Module Content

The module develops practical and theoretical aspects of communication design principles, processes and visualisation techniques, which may typically include: Developing an understanding of: Design development processes. Investigation, evaluation and analysis of design briefs. Design research skills, ideas generation, evaluative and critical skills, etc. Investigation, analyses and evaluation of the design development process and visual language of a wide range of design practitioners. Conveying message, meaning, purpose and application (e.g. exploring and investigating metaphor, analogy, semiotics, figures of speech, allegory, representation, etc). Image making theory, principles and processes (e.g. exploring and understanding composition, visual hierarchy, alignment, balance, proximity, repetition, consistency, contrast, tone, texture, colour, typography etc). Image making processes and methods (e.g. exploring and investigating materials, equipment & tools etc). Appropriate selection and management of software, resources, data and technology. Print techniques (e.g. screen-printing, relief etc). Photography techniques (e.g. use of SLRs and DSLRs, processing and printing from film etc). Digital image manipulation software (e.g. Photoshop, Illustrator etc). Video, motion and animation. Communication and presentation skills: visual, verbal & written. Individual and group working. The development of an emerging personal approach and working method through the interpretation of project briefs. Students acquire broader knowledge about specific sustainability topics relevant to Communication Design by examining the subject specific advancements and innovative solutions in sustainability.

Module Delivery

The module is lecture/studio/workshop/online based with allocated time for private study and further reading. It is supported by lectures, demonstrations, crits, student centred seminars and tutorials. Projects are introduced and expanded upon by using relevant background material, which may include video, audio visual and/or multi media presentations. These introductions are supported by online material.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	100	N/A
Non-Contact Hours	200	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5

Description: Digital submission of resolved self-directed design project work and supporting portfolio of all research and development work produced within the module. This would typically include workbooks, workshop tasks, digital files and online resources, samples, models, maquettes, documentation and any other relevant materials.

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

In order to pass the module students need to achieve a D or above.

Module Grade	Minimum Requirements to achieve Module Grade:
A	An A in C1
B	A B in C1
C	A C in C1
D	A D in C1
E	An E in C1
F	An F in C1
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

ADDITIONAL NOTES

The Bibliography indicates core texts that are considered essential reading for this module. You will be guided to further sources of information relevant to this module through CampusMoodle. These may typically include web based materials, journals, video and presentations.

INDICATIVE BIBLIOGRAPHY

1 AMBROSE, G. and HARRIS, P., 2003. The Fundamentals of Creative Design. AVA.

2 FLETCHER, A., 2001. The Art of Looking Sideways. Phaidon Press.

3 De SOTO, D., 2014. Graphic Design: Know Your Onions.

4 ZEEGEN, L. and ROBERTS, C., 2014. Fifty Years of Illustration. Laurence King Publishing.

5 WEBB, J., 2010. Basics Creative Photography 01. AVA Publishing.

6 Neumeier, M. (2006) The brand gap. Berkeley, CA: New Riders.

7 Neumeier, M. (2016) The brand Flip: Why customers now run companies--and how to profit from it: A whiteboard overview. San Francisco, CA: New Riders.