

Module Title Communication Design: Principles & Processes	Reference AA2508 SCQF SCQF Level 8 SCQF Points 30 ECTS Points 15
Keywords Design, Communication, Principles, Process, Visualisation, Drawing, Graphic, Illustration, Photography	Created March 2012 Approved August 2012 Amended Version No. 1

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module	Digital image manipulation software (e.g. Photoshop, Illustrator etc). Video, motion and animation. Communication and presentation skills: visual, verbal & written. Individual and group working.
None.	
Corequisite Modules	
None.	

Precluded Modules

None.

Indicative Student Workload

Aims of Module

To provide students with the ability to understand and apply the fundamental, theoretical and practical principles, methods and processes relevant to Communication Design.

Contact Hours Full Time

Assessment 10

Lecture/studio contact/studio dialogue/tutorials/technical support 80

Directed Study
Studio/project work carried out within studio and workshop environments 150

Learning Outcomes for Module

Private Study

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

1. Present a design development process in response to a range of project briefs.
2. Define and recognise a range of image making techniques and processes across a series of project briefs.
3. Explain and communicate message and meaning through a range of creative ideas, concepts and outputs across a series of design projects.
4. Demonstrate a range of communication skills in visual, verbal, and written forms during the conduct of design projects.

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

Mode of Delivery

The module is lecture/studio 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.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4

Submission of resolved 2D and/or 3D design project work and supporting portfolio of all research and development work produced within the module. This would typically include workbooks, visual diaries, drawing and visualisation, digital files and on line resources, samples, models, maquettes, documentation and any other relevant materials.

Indicative Bibliography

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

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).

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.

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.

