

MODULE DESCRIPTOR

Module Title

Communication Design: Principles & Processes

Reference	AA2508	Version	3
Created	March 2023	SCQF Level	SCQF 8
Approved	August 2012	SCQF Points	30
Amended	July 2023	ECTS Points	15

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.

Learning Outcomes for Module

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. 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. Completed project work should evidence an awareness and consideration of sustainable themes in a manner appropriate to the context of the discipline.

Module 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.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	90	N/A
Non-Contact Hours	210	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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
Description:	Submission of resolved 2D and/or 3D self directed 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, macquettes, 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.