Module Title **Communication Design: Principles & Methods** **Keywords** Design, Communication, Principles, Methods, Visualisation, Drawing, Graphic, Illustration, Photography	Reference AA2509 SCQF SCQF Level 8 SCQF Points 30 ECTS Points 15 Created March 2012 Approved August 2012 Amended Version No. 1

This Version is No Longer Current

Prerequisites for Module

None.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To further enhance and develop the students? ability to understand and apply the fundamental, theoretical and practical principles and methods relevant to Communication Design.

Learning Outcomes for Module

Video, motion and animation. Communication and presentation skills: visual, verbal & written. Individual and group working. Key specialist design principles in graphics, illustration and photography (e.g. grid systems, typefaces, paper stocks, print processes, inks, colour management, file management, data storage etc). The development of an emerging personal approach and working method through the interpretation of project briefs.

Indicative Student Workload

Contact Hours	Full Time
Assessment	10
Lecture/studio contact/studio dialogue/tutorials/technical support	80

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

1. Define and explain a design development process in response to a range of project briefs.
2. Apply a range of image making techniques, processes and methods across a series of project briefs, using a design development process.
3. Select, justify and demonstrate the principles and methods of image making applied in the context of a range of design projects.
4. Explain and communicate message and meaning through a range of creative ideas, concepts and outputs across a series of design projects.
5. Develop and demonstrate an emerging individual visual language during the conduct of design projects.

Indicative Module Content

The module develops practical and theoretical aspects of communication design principles, methods and visualisation techniques

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

150

Private Study

60

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	1,2,3,4,5

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, macquettes, documentation and any

which may typically include:

Developing a deeper understanding of:
Design development processes.
Investigation, evaluation and analysis of design briefs.
Design research skills, ideas generation, evaluative and critical skills, etc.
Further 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 principles, processes and methods (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.

other relevant materials.

Indicative Bibliography

1. MILLMAN, D., 2012. Brand Bible: The Complete Guide to Building, Designing and Sustaining Brands. Rockport Publishing.
2. FLETCHER, A., 2004. Beware Wet Paint. Phaidon Press.
3. SHORT, M., 2011. Basics Creative Photography, Context & Narrative. AVA Publishing.
4. WIGAN, M., 2014. Thinking Visually for Illustrators. Fairchild Books.
5. Ogilvy, D. (2011) Ogilvy on advertising. London: Prion.
6. Arden, P. (2014) It's not how good you are, it's how good you want to be. London: Phaidon.

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.

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).