MODULE DESCRIPTOR

Module Title

Communication Design: Principles & Methods

Reference	AA2509	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 further enhance and develop students? ability to understand and apply the fundamental, theoretical and practical principles and methods relevant to Communication Design.

Learning Outcomes for Module

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 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. 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. 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. 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
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:	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. 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.