

Module Title	Reference AA3503
Communication Design: Practice & Context	SCQF SCQF
Keywords	Level 9
Design, Communication, Practice, Context,	SCQF Points 30
Visualisation, Drawing, Graphic, Illustration,	ECTS Points 15
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This Version is No Longer Current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

None.

Indicative Student Workload

Contact Hours Full Time
Assessment 10

Corequisite Modules

None.

Lecture/studio
contact/studio
dialogue/tutorials/technical
support 60

Precluded Modules

None.

Directed Study
Studio/project work
carried out within studio
and workshop
environments 130

Aims of Module

To enable the student to carry out a more personalised programme of study within and between the key communication specialisms. To enable the student to select and apply the relevant materials, processes and technologies, as appropriate, to a range of chosen contexts.

Private Study
100

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

Learning Outcomes for Module

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

1. Interpret and critically evaluate the contextual frameworks across a range of specialist subject projects.
2. Apply conceptual, critical and analytical frameworks to design issues within professional contexts.
3. Apply the appropriate visualisation processes and techniques to resolve and communicate design concepts for specific specialised contexts.
4. Explain and demonstrate an understanding of the relationship between their evolving personal practices within a wider contemporary professional context.
5. Define and apply a personal visual language during the conduct of specialist design projects within a historical and contemporary design context.

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 other relevant materials.

Indicative Bibliography

1. FOOTE, C.S., 1996. The Business Side of Creativity. 3rd ed. Norton Professional Books.
2. PIPES, A., 2005. Production for Graphic Designers.
3. WILLIAMS, T., 2001. A Graphic Designers Guide to Pricing, Estimating and Budgeting. Allsworth Press.
4. DADDY, D., 2016. The Advertising

Indicative Module Content

The module further develops practical and theoretical aspects of communication design methods, practices and visualisation techniques, which may typically include:

The selection and development of specialist study in graphics, illustration and photography.

Appropriate selection and management of software, resources, data and technology.

The selection and focus on emerging and informed personal direction(s).

The further development of emerging personal approach and working method through the interpretation of project briefs.

Collaborative professional projects.

National and international design competitions.

Communication and presentation skills: visual, verbal & written.

Individual and group working.

4. BARRY, P., 2010. The Advertising Concept Book: Think Now, Design Later. 3rd ed. London: Thames and Hudson.

5. CALDWELL, C. and ZAPPATERRA, Y., 2014. Editorial Design: Digital and Print. 2nd ed. London: Laurence King Publishing.

6. SPIEKERMANN, E., Stop Stealing Sheep & find out how type works. 3rd ed. USA: Adobe Press.

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.