MODULE DESCRIPTOR

Module Title

Visual Creativity and Selling Imagery

Reference	ACM023	Version	2
Created	July 2021	SCQF Level	SCQF 11
Approved	September 2020	SCQF Points	15
Amended	September 2021	ECTS Points	7.5

Aims of Module

To provide the student with the ability to develop their skills in visual creativity and selling imagery in Architecture.

Learning Outcomes for Module

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

1	Demonstrate a critical awareness of current issues in creative architectural communication in one or more specialisms.
2	Through extensive, detailed and critical knowledge apply and appraise a method of creative architectural communication and its outcomes.

Indicative Module Content

This module will focus on developing students knowledge and skills in creating advanced visual creativity and selling imagery in architecture. This will include investigating established and new creative methods of selling imagery and applying them.

Module Delivery

This is a tutorial/seminar-based course. Students select the details they wish to study. They are advised on their choice by staff and receive tutorials in studio to assist them in the interpretation of the information they collect. Students make regular seminar presentations to staff and other students. A substantial part of the module is devoted to studio-based student centred learning and library research.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	24	N/A
Non-Contact Hours	126	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	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

Description: The coursework consists of a completed selling image and the submission should include a report, display + oral presentation.

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The overall module grade is based on 100% weighting of Component 1 (Coursework). An overall minimum grade D is required to pass the module. Non-submission will result in an NS grade.

Module Grade	Minimum Requirements to achieve Module Grade:
A	A
B	B
C	C
D	D
E	E
F	F
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.

INDICATIVE BIBLIOGRAPHY

1	Dynamic Digital Representations in Architecture: Visions in Motion Schodek, D. & As, I.; Schodek, Daniel (University of Notre Dam 2008
2	Drawing from the Model: Fundamentals of Digital Drawing, 3D Modeling, and Visual Programming in Arch Melendez, Frank 2019
3	Graphic design for architects a manual for visual communication Lewis, Karen. 2015
4	A Guide to Visual Presentation Rani, Ruzami Mat , 2015
5	Architectural Renderings: Construction and Design Manual PB Schillaci, Fabio 2009