

Module Title Design Principles And Context Keywords Design Context, Design Process, Design Methods, Digital Media, Evaluation	Reference CM3034 SCQF Level SCQF 9 SCQF Points 15 ECTS Points 7.5 Created May 2003 Approved August 2007 Amended November 2012 Version No. 2
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This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

None, in addition to course entry requirements.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To provide the student with the ability to evaluate media design principles and methods, and apply them to digital media artefacts.

Learning Outcomes for Module

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

Indicative Student Workload

<i>Contact Hours</i>	Full Time
Assessment	24
Lab/Tutorials	24
Lectures	8
Seminars	12

<i>Directed Study</i>	
Directed Study	40

<i>Private Study</i>	
Private Study	42

Mode of Delivery

The module is lecture and seminar based with allocated time for private study and further reading. Seminar participation is mandatory with presentations to a specified group where appropriate.

1. Evaluate graphic design elements in digital media artefacts in the context of a design project brief.
2. Apply the design process in the context of developing digital media based on a design project brief.
3. Apply design principles to the production of digital media artefacts and utilise appropriate tools in the manipulation of these media.
4. Apply a structured approach to planning and developing digital media based on a design project brief.

Indicative Module Content

The module introduces and examines theoretical and practical issues of design as they relate to digital material and may typically include:

Defining graphic design within a cultural and contextual framework.

The professional graphic design context.

Design language and principles.

Design processes and methods

Image interpretation, analysis and meaning.

Aesthetics, style and taste.

Typography and layout.

Production

constraints/possibilities.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4

Component 1 - Coursework

Indicative Bibliography

1. BOWERS, J., 2008. Introduction to Two-Dimensional Design: Understanding Form and Function. 2nd ed. Wiley.
2. WILLIAMS, R., 2003. The Non-Designer's Design Book. 2nd ed. Peachpit Press.
3. SAMARA, T., 2003. Making and Breaking the Grid: A Layout Design Workshop. Rockport Publishers Inc.
4. ADZIC, G. 2011 Specification by example: how successful teams deliver the right software, Shelter Island, N.Y., Manning.
5. Ferrara, J. 2012 Playful design creating game experiences in everyday interfaces, Brooklyn, N.Y., Rosenfield Media.
6. CONNOR, A & IRIZARRY, A. 2015. Discussing Design: Improving communication and collaboration through Critique, "O'Reilly Media, Inc"

7.GREEVER, T.2015.

Articulating design decisions:
communicate with stakeholders,
keep your sanity, and deliver the
best user experience.

8.KISSANE,E.2011 The elements
of content strategy, New York,
A Book Apart.