MODULE DESCRIPTOR

Module Title

Visual Communication

Reference	CM3139	Version	1
Created	October 2023	SCQF Level	SCQF 9
Approved	July 2018	SCQF Points	15
Amended	March 2021	ECTS Points	7.5

Aims of Module

This module aims to establish, through an interdisciplinary approach, the art of storytelling, emphasising its application in advertising, brand development, and character-driven design. By exploring the intricate relationship between narrative elements and visual media, students will learn to create impactful design solutions that resonate with audiences. This module aims to equip students with the ability to conceptually and visually communicate narratives that not only promote brands effectively but also establish emotional connections, fostering lasting impressions in diverse contexts.

Learning Outcomes for Module

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

1	Interpret visual elements to construct compelling narratives spanning across diverse media.
2	Assemble consistent brand strategies that encompass visual identity, messaging, and storytelling.
3	Experiment with design principles in character design and storytelling to create engaging visual narratives that resonate with diverse target audiences.
4	Demonstrate interactive elements within designs, ensuring audience engagement and enhancing user experience.

Indicative Module Content

Students will delve into the art of visual storytelling and its applications in communication design. They will begin by exploring the foundational elements of narrative construction, including plot development, character design, and thematic considerations. Through practical exercises, students will apply these principles to create compelling visual narratives across different media, including print, digital platforms, games, and web interfaces. Additionally, the module will cover the intricacies of brand development, emphasising the role of storytelling in establishing cohesive brand identities. Students will also gain hands-on experience in character-driven design, learning techniques to craft memorable and relatable characters for various contexts. Throughout the module, interactive laboratories and practical work will challenge students to incorporate interactivity and engagement strategies into their designs, ensuring a seamless user experience in digital and interactive media.

Module Delivery

Key concepts are introduced and illustrated through lectures. In the laboratories the students will progress through a sequence if exercises to develop sufficient knowledge of communication design techniques to enable them to complete the practical design and implementation.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	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, 3, 4

Description: Coursework involving creation and evaluation of digital artefacts applying fundamentals of visual communication.

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	To achieve an A, the student needs to achieve an A in Component 1
B	To achieve a B, the student needs to achieve a B in Component 1
C	To achieve a C, the student needs to achieve a C in Component 1
D	To achieve a D, the student needs to achieve a D in Component 1
E	To achieve an E, the student needs to achieve an E in Component 1
F	To achieve an F, the student needs to achieve an F in Component 1
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 Heller, S., & Fernandes, S. (2017). Becoming a Graphic Designer: A Guide to Careers in Design. John Wiley & Sons.

2 WIGAN, M., 2014. Thinking Visually for Illustrators. Fairchild Books.

3 MILLMAN, D., 2012. Brand Bible: The Complete Guide to Building, Designing and Sustaining Brands. Rockport Publishing.

4 Koval, E. (2018). Storytelling in Design: Principles and Tools for Defining, Designing, and Selling Multi-Device Design Products. CRC Press.