

Module: Visual Communication (BAJH-VC)

Allocation of Marks: 100% Continual Assessment

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Demonstrate an understanding of the language and theories of visual communication.
2. Conceive, create and deliver graphic design media products to a high standard, demonstrating a capacity for critical evaluation and professional competence.
3. Critically engage with and demonstrate the application of design as a process.
4. Analyse, engage with and draw from a variety of visual texts.
5. Operate industry standard image and layout creation tools to a professional standard.

Module Objectives

The purpose of this module is to provide participants with comprehensive instruction in the techniques and theories of building meaning and messages through visual design. To do this, the module analyses how we express our experience and communicate our intentions through both the reading of images and the process of image making.

Learners will be introduced to design as a process, which emphasises research and analysis as key parts of the designer's workflow. Through this, learners learn about visual problem solving and concept development. Learners will also learn key technical skills that will allow them to plan, construct and develop layout and graphic design media to a professional standard.

Module Curriculum

- Exploring visual language and systems; visual rhetoric and semiotics.
- Role of visuals in design and communication.
- Visual culture and design in practice.
- Design as a process and how we build meaning into design.
- Idea development. How do we generate, develop and refine appropriate visual metaphors?
- Elements of design – line, colour, type, shape, texture.
- Principles of design – balance, unity, hierarchy, contrast, alignment.
- The value of typography – using type as a visual element.
- Colour theory and techniques.
- Exploring digital imaging.
- Vector and raster graphics. Using Photoshop and Illustrator to create meaningful images.
- Building layouts. Using InDesign to construct coherent pages and designs.
- Preparing work for print – digital pre-press and output