Module specification

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Module code	ARD480
Module title	Digital Communication
Level	4
Credit value	20
Faculty	FAST
HECoS Code	100048 - Design
Cost Code	GDAC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Animation	Core
BA (Hons) Comics	Core
BA (Hons) Graphic Design	Core
BA (Hons) Illustration	Core
DipHE Graphic Design and Multimedia	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	18 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	18 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	36 hrs
Placement / work-based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	16/05/2022
With effect from date	September 2022
Date and details of revision	04/11/2022 Addition of DipHE Graphic Design and Multimedia (CBVC)

Module aims

This module aims to further develop visual communication skills and apply this to a digital setting.

This module also aims:

- To develop skills enabling the student to communicate through digital platforms.
- To broaden contextual awareness of their practice in relation to the module brief.
- To broaden theoretical and practical knowledge utilising software and creative problem-solving skills, culminating in design and production of a finished piece of work.
- Develop research skills, ideas and creative concepts and resolve the various stages of the design processes in response to the brief.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Apply resources in relation to the applications of digital communication through research.
2	Apply professional planning, relevant technical skills in the design process.
3	Produce a digital product, demonstrating digital competence through the exhibition of final artwork.
4	Analyse the outcome of the final digital product in the form of a reflective conclusion.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Students will produce coursework responding to briefs and tasks set that demonstrate their ability to develop and exhibit their digital literacy in relation to design. Students will submit a PDF document that contains (but not limited to) the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.

- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- Conclusion/Reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4	Coursework	100%

Derogations

None

Learning and Teaching Strategies

- Didactic elements such as lectures will be delivered to equip the student with the relevant theories early in the module.
- Assignments will encourage students to respond creatively in applying theories and skills
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development

In line with the **Active Learning Framework (ALF)** this module will utilise the VLE (Virtual Learning Environment) to compliment the learning experience. Content will be available for students to access both synchronously and asynchronously and include a blended approach to delivery. This may include first- and third-party tutorials and videos, supporting files, online activities and any additional content that support their learning.

Indicative Syllabus Outline

This module will be delivered over a twelve-week period with weekly taught sessions encouraging the student to work efficiently to deadlines.

- Research and mind maps
- Idea generation and problem solving.
- Planning and design workflow.
- Development and refinement.
- Technical skill development.
- Preparing work for digital displays.
- Critical reflection and evaluation.
- Coursework presentation skills.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Berger, J. (2008), *Ways of Seeing.* London: Penguin Modern Classics.

Other indicative reading

Cooke, A. (2018), *Graphic Design for Art, Fashion, Film, Architecture, Photography, Product Design and Everything in Between.* Munich: Prestel.

Ginko Press (2007), *Illustration Play.* Hongkong: Viction Design Workshop.

Employability skills – the Glyndŵr Graduate

Each module and programme are designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication