

## Module specification

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**Refer to the module guidance notes for completion of each section of the specification.**

Module code	ARD487
Module title	Visual Communication Design
Level	4
Credit value	20
Faculty	Department of Publishing and Media, CBVC
Module Leader	Wei HU
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
DipHE Graphic Design and Multimedia	Core

### Pre-requisites

Audio-Visual Language (Level 3, CBVC)

Digital Photography and Video Technology (Level 3, CBVC)

### Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	12 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>36 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	164 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

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Initial approval date	21 October 2022
With effect from date	October 2022

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Date and details of revision	
Version number	1

## Module aims

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### Knowledge objectives:

This module introduces students to communicate in a creative and innovative perspective through visual imagery and media. Students will learn the concepts, theories, aesthetics and skills of visual communication, covering visual persuasion, photography, graphic design, cultural and ethical issues, visualisation of ideas, etc. Emphasis will be placed on the ability to conceive new and innovative solutions for specified communication issues. The relevant project works, and case studies worldwide will be discussed. Techniques will also be introduced for accomplishing visual communication tasks with a range of media applications. Through hands-on practice, students will learn to apply theories into practice and to become creative and effective communicators in the media world.

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

1	Discover and analyse the concepts and theories of visual communication.
2	Generate a sharpened sense of aesthetics and skills in communication through visual imagery and media.
3	Create an innovative communication project by applying visual theories to the communication product.

## Assessment

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### Indicative Assessment Tasks:

Assessment for the module will have four components: summary writings, group presentation, group report and photography work.

**Summary writings:** Students will work individually and summarise weekly lecture around 100 words to review and reflect on the content presented during the lectures.

will be given four quizzes in classes. Each quiz will consist of multiple-choice questions, short answer questions, and problem-solving questions.

**Group presentation:** Students will work in teams to present 5 minutes. The presentation will cover an analysis and critiques of assigned one image (e.g., painting, webpage, poster & ads).

**Group project:** Students will work in teams and design a booklet for commercial purposes using the tool(s) they learnt from the lectures and workshops.

**Photography work:** Students will work individually to shot and edit photos using the theories and skills learnt from lectures by a given topic.

**In-class participation:** Proactive approach in asking questions and giving comments is highly expected. The quality of the ideas will be honoured.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-3	Portfolio <ol style="list-style-type: none"> <li>1. Summary writings (10 summary writings for weekly lectures)</li> <li>2. Group presentations (5 minutes presentation for a given image, for analyses and critiques)</li> <li>3. Group project (Booklet design for commercial purposes)</li> <li>4. Photography work (Shot and edit photos)</li> </ol>	<ol style="list-style-type: none"> <li>1. 15%</li> <li>2. 15%</li> <li>3. 40%</li> <li>4. 30%</li> </ol>

### Grade Definition

A = 90% – 100%

B = 80% – 89%

C = 70% – 79%

D = 60% – 69%

F = 0% – 59%

### Derogations

N/A

### Learning and Teaching Strategies

The module will utilise various teaching methods, including lectures, in-class discussions, workshops, student presentations, summary writings, photography works and readings. Student participation and interaction are highly encouraged and expected.

### Indicative Syllabus Outline

1. Objectives of visual communication design
2. Concepts related to visual communication design
3. Development of visual communication design
4. Natural representational information design
5. Abstract information design
6. Digital research design
7. Adjective additive modification
8. Name associations
9. The mood of information
10. Methods of visual expression

11. Symbol communication
12. Verbal communication
13. Pattern communication
14. Painting communication
15. Image communication
16. Digitalisation and digital representation

## **Indicative Bibliography:**

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### **Essential Reads**

Mao, D., 2003. *Visual Communication Design*. 1st ed. Zhejiang People's Fine Arts Publishing House.

Liu, W., 2019. *Visual Communication Design*. 2nd ed. Tsinghua University Press.

### **Other indicative reading**

Landa, R., 2018. *Graphic design solutions*. 6th ed. Wadsworth Publishing Co Inc.

## **Employability skills – the Glyndŵr Graduate**

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### **Core Attributes**

Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Communication