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

Module Code:	ARD435

Module Title:	Visual Communication

Level:	4	Credit Value:	20

Cost Centre(s):	GADC	JACS3 code: HECoS code:	W213 100632 100059 (FA)

Faculty	FAST	Module Leader:	Pauline Amphlett

Scheduled learning and teaching hours	40 hrs
Placement tutor support	Click here to enter hours.hrs
Supervised learning eg practical classes, workshops	Click here to enter hours. hrs
Project supervision (level 6 projects and dissertation modules only)	Click here to enter hours. hrs
Total contact hours	**40** hrs
Placement / work based learning	
Guided independent study	160 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons)/MDes Graphic Design	✔	☐
BA (Hons)/MDes Surface Design	✔	☐
BA (Hons)/MDes Illustration	✔	☐
BA (Hons)/MDes Comics	✔	☐
BA (Hons)/MDes Children's Books	✔	☐
BA (Hons)/MDes Animation	✔	☐
BA (Hons) Applied Art	✔	☐
BA (Hons) Fine Art	✔	☐
BA (Hons) Photography and Film	✔	☐

Pre-requisites
N/A

Office use only	
Initial approval: 30/03/2020	Version no:3
With effect from: 01/09/2020	
Date and details of revision:	Version no:

Module Aims

- To Introduce students to the fundamental theories of visual communication.
- To explore and experiment in creating visual images with diverse materials and media.
- To enable students in the exploration of visual elements with specific communication purposes.

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

1	Identify elements of design and visual images.
2	Apply mark making and digital techniques to create visual images.
3	Plan and construct visual images with specific communication purposes using a variety of resources.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.	
CORE ATTRIBUTES	
Engaged	I
Creative	IA
Enterprising	I
Ethical	I
KEY ATTITUDES	
Commitment	IA
Curiosity	IA
Resilient	I
Confidence	I
Adaptability	IA
PRACTICAL SKILLSETS	
Digital fluency	N/A
Organisation	I
Leadership and team working	N/A
Critical thinking	IA
Emotional intelligence	I
Communication	IA

Derogations
None

Assessment:
Indicative Assessment Tasks:
Students will produce coursework in response to set assignments that demonstrates their ability to create images, understand design language and develop their creative processes.

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

Learning and Teaching Strategies:

- Contextualising information for this module will be delivered as a keynote lecture/s.

- Assignments will enable students to produce coursework that demonstrates their ability to create images, understand design language and develop their creative processes.

- Cross-course lectures, workshops and critiques will enable the student to appreciate diverse strategies for the creation of images.

- Tutorial guidance, group critique and student seminars will underpin of the conceptual development and understanding of the student.

Syllabus outline:

This module introduces students to theories and practices of image and design.

The module will present resources and strategies to understand and apply the fundaments of visual language such as line, shapes, tones, contrast, colours, texture, form, scale, space and light to create visual images.

It will involve creative practices such as mark making, collage, drawing, printmaking, photography and digital image creation.

Indicative Bibliography:

Essential reading

Cohen, D. and Anderson, S. (2012), *A Visual Language: Elements of Design*. 2nd ed. London: Herbert Press.

Paul Martin, L. (2006). Visual communication: images with messages. Belmont, CA: Thomson Wadsworth amended

Lester, P.M. (2013), Visual Communication: Images with Messages. 6th ed. Boston, MA: Wadsworth.

Other indicative reading

Williams, R. and Newton, J. (2006). Visual communication: integrating media, art and science. Visual Communication Journal