Module specification

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Module code	ARD435
Module title	Visual Communication
Level	4
Credit value	20
Faculty	FAST
HECoS Code	100632 – Visual Communication
Cost Code	GADC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Applied Art	Core
BA (Hons) Animation	Core
BA (Hons) Graphic Design	Core
BA (Hons) Illustration	Core
BA (Hons) Comics	Core
BA (Hons) Fine Art	Core
BA (Hons) Photography and Film	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	0 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

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	Plan and construct visual images with specific communication purposes using a variety of resources.
3	Apply mark making techniques and mixed media to create a series of visual images.

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 in response to set assignments that demonstrates their ability to create images, understand design language and develop their creative processes. 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	Coursework	100%

Derogations

N/A

Learning and Teaching Strategies

- Contextualising information for this module will be delivered as lectures.
- 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.

This module will also follow the **ALF (Active Learning Framework**) guidelines, which will include alternative methods of assessment and a blended approach to delivery, with some theory and software sessions being delivered online (depending on requirements and student experience).

Indicative 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 image creation.

Indicative Bibliography:

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

Essential Reads

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

Lester, P.M. (2006), *Visual communication: images with messages*. Belmont, CA: Thomson Wadsworth amended

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

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
Creative

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Organisation
Emotional Intelligence
Communication