

Module specification

When printed this becomes an uncontrolled document. Please access the **Module Directory** for the most up to date version by clicking on the following link: [Module directory](#)

| | |
|--------------|----------------------|
| Module Code | ARD435 |
| Module Title | Visual Communication |
| Level | 4 |
| Credit value | 20 |
| Faculty | FACE |
| HECoS Code | 100632 |
| 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) Photography | Core |
| BA (Hons) Animation | Core |
| BA (Hons) Graphic Design | Core |
| BA (Hons) Illustration | Core |
| BA (Hons) Comics | Core |

Pre-requisites

None

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 |

| For office use only | |
|-----------------------|------------|
| Initial approval date | 30/03/2020 |
| With effect from date | Sept 2024 |



| | |
|------------------------------|---|
| For office use only | |
| Date and details of revision | 15/05/24 reapproved as part of Art suite revalidation |
| Version number | 5 |

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

None

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 fundamentals 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.

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