

Module Specification

Module Summary Information

1	Module Title	Advanced Visual Communication
2	Module Credits	20
3	Module Level	5
4	Module Code	MED5157

5	Module Overview
<p>This module is available as an option to all students who wish to advance their graphic design abilities.</p> <p>A series of skills workshops and directed study tasks will enable you to refine your understanding of the principles of graphic design and develop your ability to apply those principles within the context of your own practice. During the course of this workshop, you will explore professional working practices and current creative stylistic approaches with due consideration to client needs, key practitioners, and current and future developments that inform production.</p> <p>Effective application of your knowledge and skills will enable you to produce work that is appropriate to a specific professional context, utilises relevant aesthetic codes, and displays creative flair and technical proficiency.</p>	

6	Indicative Content
<ul style="list-style-type: none"> Workshops focusing on graphic design principles and practical techniques. 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
	1 Analyse and compare graphic design principles used in visual communication through research of practitioners work and their context.
	2 Plan visual communication output for an intended audience.
	3 Use graphic design processes and techniques to create advanced visual communication outputs.
	4 Evaluate and reflect on processes and outcomes with reference to professional practise.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1-4	X		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200