

Module Specification

Module Summary Information

1	Module Title	Introduction to Visual Communication
2	Module Credits	20
3	Module Level	4
4	Module Code	VIS4025

5	Module Overview
<p>This module introduces the universal principles and theories of visual communication, celebrating the wider opportunities for interdisciplinary practice within the School. The aim of the module is not only to introduce you to the principles within your own chosen subject area, but also to provide opportunities to take workshops in other subject areas, seek advice from experts in other disciplines and work collaboratively with students from across the Visual Communication subject areas.</p> <p>Whether 2D or 3D, your project work will include research, documentation, narrative, design and iteration. You will be encouraged to think, to take risks, to play and to embrace the breadth of opportunities available within your selected discipline.</p>	

6	Indicative Content
<p>The module will consist of a combination of lectures, workshops, presentations and tutorials; introducing you to the contextual themes that underpin your discipline whilst focussing on the acquisition of new knowledge and skills to support your practice.</p> <p>The focus of the level will be to transform you from a prescriptive learner to an active learner.</p>	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Apply interpersonal and social skills in the collaborative production of visual solutions.
2	Generate and develop a range of visual ideas that show the potential to communicate effectively.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-2			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	47
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	113
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200