

Module Specification

Module Summary Information

1	Module Title	Principles & Practice of Graphic Communication
2	Module Credits	40
3	Module Level	4
4	Module Code	VIS4051

5	Module Overview
<p>The aim of this module is to emphasize the importance of research through an engagement with historical and contemporary concepts. The project(s) will focus on aspects of typographic communication, advertising and branding, supported by digital platforms and examine how we communicate ideas in new and imaginative ways.</p> <p>Designers have worked within the genre of collecting and archiving information as a way of reinterpreting the past through lost and displaced artefacts. Photographs, film, images, texts and oral histories are often physically and imaginatively transformed in ways that elaborate and provide structure to problem solving.</p> <p>We are surrounded by visual, written and digital forms of type and lettering on a daily basis, it communicates in multiple forms whether it be static or moving. The aim of this module is to explore persuasive communication maximising on experimentation and interdisciplinary approaches in line with the course philosophy. The module will encourage students to identify a social cause for example, that can be addressed by referring to historical precedents and applying these to a contemporary approach. Students are encouraged to work together to attain information and to test out their solutions.</p> <p>This module will enable students to gain confidence in their chosen discipline; this follows an introduction to common Graphic Communication principles and an opportunity to gain a better insight into the range of subjects the course delivers. Working alongside staff and your peers, to prepare you to respond to creative challenges, learning new skills and techniques.</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	Utilise a range of appropriate research methods to communicate an understanding of the relationship between theory and practice.	
2	Create visual solutions through a range of projects, which are informed by key ideas, techniques and principles of the course.	
3	Present concepts, ideas and visual outcomes that engage a defined audience.	
4	Reflectively evaluate learning in the creative development process.	

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		105	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		215	
Private Study (PS) includes preparation for exams		80	
Total Study Hours:		400	