

Module Specification

Module Summary Information

1	Module Title	Visual Communication for Marketers
2	Module Credits	20
3	Module Level	5
4	Module Code	MKT5025

5	Module Overview
<p>This module responds to the ongoing evolution of the nature and structure of the marketing industry. For example, the increase in smaller, nimbler agencies that respond to today's digital consumers has led to a need for a multi-skilled graduate. Here graduates are expected to not only have good marketing insight but be digitally and design savvy. This module offers you the opportunity to develop your own visual literacy and understanding of visual communication.</p> <p>The rationale for this module is to provide you with an in-depth understanding and appreciation of the role of visual communication for marketers. It will help you to consider all aspects of visual communication and how it impacts on the world of marketing.</p> <p>Your critical awareness will be challenged and developed through responding to visual communication case studies. Central to this, is the module's assessment strategy, the development of a visual communications portfolio. By giving you unique opportunities to create your own material it allows you to develop your skills of creating and communicating visually and also provides an opportunity for you to evidence your skills to future employers. Class content and activities will enable you to apply relevant concepts, and in so doing differentiate, a range of visual communications techniques working within the context of marketing.</p> <p>The emphasis of the module is on developing your professional practice skills, as such this module will take an experiential approach and be delivered through a combination of lectures, seminars and digital workshops in computer labs. The nature of the module is experiential and in keeping with the course core philosophies it equips you with the ability to apply marketing theory and practice and to develop key transferable skills that are now essential to a career in marketing.</p>	

6	Indicative Content
<p>The module content will include:</p> <ul style="list-style-type: none"> • Introduction to Viscomms. • Creativity, Ideation and the Creative Team. • Designing the marketing communication and the role of Art Director. • Branding and Logo development. • Graphic Illustration. • Typography. • Photography. • Moving Picture. • 3D Design and Virtual Reality. • Future Developments in Viscomms. 	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Analyse and critically evaluate visual communication within a marketing context.
	2	Develop a visual literacy and be able to produce a portfolio of visual artefacts.

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		48
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		30
Private Study (PS) includes preparation for exams		122
Total Study Hours:		200