**Modules Catalogue: DL826 – BA (Hons) in Visual Communication Design**

Erasmus students can study semester 1 or semester 2 in year 2 or year 3. It is not possible to study this programme for a full academic year.

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| **YEAR**  | **MODULE CODE** | **MODULE TITLE** | **ECTS** | **SEMESTER**  | **MODULE AIMS / LEARNING OUTCOMES** |
| 2 | VCOM H2016 | **Critical + Contextual Studies: Design Culture** | 5 | Semester 1 | On successful completion of the module, students will be able to:• Interpret examples of Visual Communication Design through written and verbal presentations.• Identify theoretical and historical frameworks to analyse Visual Communication Design specifically and Design practices more broadly. • Produce self-directed work in response to module briefs.• Show effective and independent learning skills.• Write coherent research projects which follow academic guidelines for the presentation of academic writing.• Evolve presentation skills within peer group context. |
| 2 | VCOM H2011 | **Visual Thinking: Message + Audience** | 15 | Semester 1 | This intermediate module allows students to investigate the role of visual thinking and imagemaking in the context of visual communication design. It focuses on the development of core conceptual and practical skills in the context of the imagemaker/designer as a strategic communicator, i.e. definition of audience, message and generation of appropriate communication outputs.This module aims to: * Further develop visual research skills and their practical integration into the imagemaking and communication process.
* Further explore processes of visual interpretation and strategy within the context of communication problems.
* Provide a clear understanding of critical engagement with communication and audience.
* Further develop multiple visual language[s] and technical processes [analogue and digital] appropriate to audience of prescribed communication problem.

On successful completion of the module, students will be able to:* Research: Demonstrate the ability to integrate visual research skills into the core of the imagemaking/communication process.
* Concept Generation: Generate multiple visual ideas within the context of communication problems.
* Visual Vocabularies: Explore a range of visual languages/strategies using the appropriate visual treatments.
* Communication: Selection, editing, decision making. Critically analyse and interpret visual meaning appropriate to audience and as defined by the communication problem.
* Tone of Message: Use media and techniques appropriate to defined message and audience.
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| 2 | VCOM H2013 | **Design Practices: Motion** | 5 | Semester 1 | The primary aim of this module is to further develop students’ understanding, experience and skills in motion graphics designEGraphics uses and builds upon knowledge, skills and understanding acquired in Image-making 2 and Level 1 modules in EGraphics, Design Basics, Image-making and Typographics.On successful completion of the module students, will be able to:* Conceive and visualise a range of primary image-based responses that expressively interpret a given soundtrack
* Produce a detailed storyboard articulating all aspects of the motion design composition
* Effectively translate and apply motion design principles to the design and production of a digital motion graphics sequence
* Demonstrate the necessary range of computer skills required to create, animate, synchronise and edit visual forms and sound in a motion graphics sequence.
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| 2 | VCOM H2014 | **Design Practices:** **Wayfinding + Environments** | 5 | Semester 1 | The aims of this module are to:* Work independently or effectively within a group to meet project outcomes.
* Develop understanding of three dimensional and spatial design theory, techniques and skills.
* Introduce the basic principles of wayfinding and exhibition design and provide student with an opportunity to develop their own ideas in these areas through applied studio practical work.
* Provide further opportunity to explore, develop and design three-dimensional forms considering shape, dynamic form, function, composition, scale, colour, materials, light, inter-relationships, sound, type and image application.
* Extend students’ practical and technical skills base to enable the student to produce work in a representational form in a scaled model format, develop production values, photograph and contextualise work in specific environments.

On successful completion of the module students, will be able to:* Identify and reference contemporary spatial design practice in project research.
* Conceive, author, design and communicate a message/theme and content to target audience.
* Conceive, visualise and apply spatial design principles to the design and production of an exhibition and wayfinding system.
* Demonstrate and refine the appropriate range of skills required in the use of computer software, model building and photography for finalisation and presentation of project to a reasonable standard.
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| 2 | ECA H2029ECA H2030 | **Elective Module** | 5 | Semester 2 | The module is to provide the learner with an opportunity to study outside of their normal discipline and to encounter a range of themes, ideas, creative and critical approaches which are new to them. They work with students and staff from across the Faculty, so as well as encountering new areas of study this will also be an important opportunity for them to network with peers and lecturing staff. During this module they will gain a basic level of proficiency in a specified skill or practice.On successful completion of the module, students will be able to:* Practice / refine the skill being learnt.
* Develop a brief and proposal for a project.
* Research the historical and cultural context for their skill.
* Maintain a reflective journal of work undertaken and knowledge / insight gained.
* Complete and present final project work.
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| 2 | VCOM H2012 | **Design Practices: Print + Screen** | 10 | Semester 2 | This intermediate module allows learners to further investigate the role of typography and graphic design as applied to integrated print and screen outcomes. All design problems are presented within design communication contexts.This module aims to: * Provide students with an opportunity to further improve and integrate their design skills across print/screen media and within the context of graphic design studio practice
* To emphasise the designers essential role as an ‘information designer’ in the structuring and editing of primary or secondary textual content for any design application.
* Use typography effectively as both a functional and expressive communication tool
* Introduce students to basics of print and graphic reproduction processes
* Introduce students to the fundamental principles of web and interface design and coding.

On successful completion of the module, students will be able to:* Research and Concept: Research and select from a broad range of historical and contemporary typographic design references to inform project development for both print and online design applications.
* Information and Structure: Organise and edit a range of primary/secondary content sources into a clear and usable structure for both print and web applications.
* Process and Craft: Develop and refine typographic craft and application through a focused iterative process.
* Communication and Practical Function: Critically apply typography as both a functional and/or expressive means across all design applications.
* Production: Apply best practices in DTP digital workflow and construct a set of HTML/CSS web pages that demonstrate the technical skills required for print and basic website production.
* Presentation: Present completed studio projects akin to professional practice.
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| 2 | VCOM H2015 | **Interdisciplinary Design: Viewpoint** | 10 | Semester 2 | The aims of this module are to:* Further develop students’ knowledge and understanding of the principles, practices and concepts of interdisciplinary design in relation to the core subject areas.
* Complete a practical project that effectively integrates knowledge and skills in each of the core studio subjects and their critical and contextual studies projects.
* Facilitate and guide the development of an original voice through primary response to key secondary sources (forms including text, image, photo and type).
* Provide the students to with an opportunity to negotiate, author, develop and interpret creative concepts for an interdisciplinary project.
* Engage students in a fieldtrip to a major cultural institution to context histories (modernity) that inform and underpin design and visual communication theory and practice.
* Build upon and synthesise their knowledge and skills in core and complementary subjects of Design Practice / Visual Thinking / Spatial Design and Critical and Contextual Studies.

On successful completion of the module, students will be able to: * Critically analyse and interpret an interdisciplinary design brief.
* Develop and interrogate design concepts, strategies, materials and formats (book, catalogue, exhibition information stands, exhibition promotion and exterior way finding) appropriate to interdisciplinary design projects.
* Consider multiple interpretative viewpoints/roles (designer as curator, editor, researcher and visual communicator) and construct (author, edit, generate and select) an original viewpoint (typographic voice, tone, and attitude) in response to key secondary historical and contemporary sources.
* Present, integrate and showcase the application of design principles, practices and methodologies from the stage 2 project modules through each stage of design process (design concept, design development, design interpretation, design production and presentation) to address interdisciplinary design problems and outcomes.
* Communicate visually solutions for print and environment using an appropriate range of formats and materials and presentation strategies.
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| 2 | VCOM H2017 | **Critical + Contextual Studies: Visual + Popular Culture** | 5 | Semester 2 | On successful completion of the module, students will be able to:• Interpret examples of visual and popular culture through written and verbal presentations.• Identify theoretical and historical frameworks to analyse visual culture, broadcast culture and media communications.• Produce self-directed in response to module briefs.• Show effective and independent learning skills.• Write coherent research projects which follow academic guidelines for the presentation of academic writing and with are suitable as studio content as appropriate.• Evolve presentation skills within peer group context. |
| **YEAR**  | **MODULE CODE** | **MODULE TITLE** | **ECTS** | **SEMESTER**  | **MODULE AIMS / LEARNING OUTCOMES** |
| 3 | VCOM H3010 | **Critical + Contextual Studies: Contemporary Practices + Critical Debates** | 10 | Semester 1 | This module enables students to advance their critical thinking in the area of design culture. It requires the systematic interrogation of a selected subject and the effective communication of findings and conclusions through written and visual analysis. The aims of this module are to:* Develop and customise methodologies appropriate to analysing design culture within its cultural (social, political, economic) contexts;
* Show a breadth of research sources appropriate to a chosen topic;
* Expand and deepen understanding of the context and impact of visual communication practices;
* Enable students to work independently and collaboratively towards furthering these aims;
* Evolve skills in the formal presentation of research projects as per academic guidelines.
* Provide transferable skills applicable across the course programme.

On successful completion of the module, students will be able to:* Identify and develop research topics based on thematic questions within a specialised fields;
* Analyse and interpret the history and theory of visual culture and visual communication practices;
* Examine theoretical and/or conceptual frameworks for the analysis of design culture;
* Show the ability to manage and self-direct own learning experience;
* Produce coherent, well-written, appropriately illustrated research projects which follow guidelines for the presentation of academic writing and peer to peer presentations.
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| 3 | VCOM H3012 | **Design Practices:** **Exploring Print + Environment** | 10 | Semester 1 | This advanced module aims to:* Provide the learner with an opportunity to develop a more comprehensive understanding of the demands and opportunities of design communications within professional and “real world” situations with a particular emphasis on the analysis, conception and application of solutions within print and environmental contexts.
* Provide the learner with an opportunity to develop a more comprehensive understanding of contemporary print and environmental Graphic Design practices.
* Enable the learner to develop and refine their existing creative, critical and conceptual skills and their knowledge Graphic Design studio practice in relation to communication contexts and audiences.
* Allow the learner to enhance their knowledge of relevant and appropriate production standards and reproduction processes.

On successful completion of the module, students will be able to:* Identify and use methodologies and processes appropriate to the development of advanced print and environmental projects.
* Analyse and apply best practices of design communications for print and 3D media
* Demonstrate and refine the practical and conceptual skills appropriate to applied studio projects
* Develop an advanced understanding of the necessary presentation, print and graphic reproduction processes.
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| 3 | VCOM H3013 | **Design in Context:** **Screen** | 10 | Semester 1 | The aims of this module are to:* Further develop students’ understanding, experience and skills in web design and development
* Provide student with the opportunity to design and develop an appropriate online presence and communication strategy for an event
* Enable students to identify the key content components for creating an event website and online presence

This module uses and builds upon knowledge, skills and understanding acquired in Level 2 modules in EGraphics, Image-making, Typographics and Interdisciplinary Design.On successful completion of the module, students will be able to:* Demonstrate effective design communication skills for online media through the design of a responsive website that meets the requirements of a given brief.
* Effectively translate and apply web design principles (including: information design, navigation, page layout, web typography, usability/accessibility) to the design and production of a HTML/CSS website
* Critically conceive and visualise (using primary sources) the design of a website in answer to a given brief
* Demonstrate a range of advanced computer skills required for website production (including page building, CSS design templates and graphics production).
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| 3 | VCOM H3011 | **Advanced Research Methods + Thesis Preparation** | 5 | Semester 2 | This module enables students to identify a viable and sustainable thesis topic for Year 4. It requires the systematic interrogation of a self-selected subject and needs to identify clearly identifiable and achievable aims through written and visual analysis. The aims of this module are to:* Identify a topic for thesis research which has a visual communication focus;
* Evaluate research sources and methodologies for contextualising and critically evaluating research topic;
* Demonstrate effective textual and visual analysis;
* Demonstrate effective and independent organisational skills;
* Demonstrate professionalism and appropriate academic writing skills;
* Provide transferable skills applicable across the course programme.

On successful completion of the module, students will be able to: * Identify a viable and sustainable topic for thesis research in visual communication design;
* Demonstrate original, independent and critical thinking;
* Evaluate appropriate literature and identify an indicative bibliography;
* Identify a relevant methodology for thesis research;
* Produce a thoroughly researched literature review and thesis proposal as per academic guidelines for the submission of academic research;
* Present research findings within a peer-to-presentations.
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| 3 | VCOM H3014 | **Design Practices:** **Professional Studio** | 15 | Semester 2 | This advanced module provides learners with an opportunity to develop and consider the key transferable skills necessary within “professional practice of design” including Team and Collaborative working, Presentation Skills, Advanced Design Methods and Client Liaison through Live Project briefs.* Provide learners with an opportunity to deepen their knowledge and understanding of the professional practice of design through engagement with industry professionals and field activities.
* Enable learners to further develop their practical and analytical design skills through “live” industry projects that address professional practice principles such as team working; client presentation and liaison and design production.
* Allow the learner develop appropriate outcomes to a professional standard and deepen their knowledge of contemporary industry practices.

On successful completion of the module, students will be able to:* Recognise the standards expected of design practitioners in professional scenarios.
* Debate and critically evaluate issues relating to professionalism and contemporary design and business practices.
* Refine professional presentation skills through live projects and industry liaison.
* Discover and apply the working methods of professional studio practice including team and collaborative working, client engagement and design production.
* Produce and create appropriate responses to advanced design briefs.
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| 3 | VCOM H3015 | **Interdisciplinary Design: Narrative** | 10 | Semester 2 | This module allows students to further develop their role in collaboration with other creatives, in this instance with a creative client. It requires the interrogation, and interpretation of, a given narrative, and responding with an appropriate suite of motion, and print deliverables, to a stipulated communication context.The aims of this module are to:* Enable students to collaborate or work independently towards the effective completion of and advanced Interdisciplinary design project.
* Enable the students to critically apply and synthesise their skills and knowledge to an advanced Interdisciplinary design project.
* Devise, author and develop advanced design concepts, strategies and methods appropriate to Interdisciplinary L3.
* Refine their depth of knowledge through the conception and development of discrete practical outcomes in the core subject areas and their appropriate integration into a major interdisciplinary project.
* Build upon their knowledge and skills in core and complementary subjects of EGraphics / TypoGraphics / Image Making / Critical and Contextual Studies and 3D Spatial Design.

On successful completion of the module, students will be able to:* Critically analyse and interpret advanced design briefs; identify and devise appropriate design concepts and outcomes for interdisciplinary projects.
* Independently or collaboratively identify, edit, devise, author and generate appropriate primary and secondary content sources for a given project brief and audience.
* Demonstrate the ‘critical’ application of design principles in each of the core subjects at an advanced level through each stage of their design process (concept, design development, design interpretation, design production and presentation)
* Select, develop, integrate and use appropriate methods, formats, media and techniques for the effective and professional communication of diverse design concepts
* Critically present, document and articulate all project concepts, strategies and outcomes to industry standard.
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​**NOTE:** After the successful completion of a semester on Visual Communication Design, an applicant/student may wish to remain on the programme to complete the remaining years of their study subject to successful application and the availability of places. For this option to be considered, the applicant/student will be required to have already completed at least one Critical and Contextual Studies (CCS) module, which comprise the writing and academic research component of the programme.