

COMM C2804: Visual Language and Communications

Module Title: Visual Language and Communications Language of Instruction: English Credits: 10 NFQ Level: 7 Module Delivered In 3 programme(s) Teaching & Learning Strategies: • Lectures - communication of knowledge and ideas from the lecture to the learner - Studio Based Learning - learners are tuber supported to engage interactive & collaborative synthesis of research and preprice the collaborative group-work to engloy brain-storming, mind-mapping & ethical process to actively participate in collaborative group-work to engloy brain-storming, mind-mapping & ethical process + Learning - support their learning and understanding - Class Presentation & Chriteur - Basems will be encouraged to actively contribute in presenting & discussing within the peer group to develop, research, analytical & communication skills. Module Alm:: The aim of this module is to give learners an understanding of visual communications, digital ileracles and design language. Students will gain an appreciation of the use and beenfort graphic design, developing a personal assibutes on the instrume. Cor successtruction of this module is to give learners an understanding of visual communications, digital ileracles and design language to integrate a nage of visual media and efficient gains personal assibutes of wisual communication. Using Achibe Sule, students will compose designs for given apersonal assibutes of wisual and efficient gains appreciation of the use and beenfort graphic design, developing grammar and language to integrate or sula design brite. Learning Outcomestate Construe to compostate a navoled is to give	Module Title:	Visual Language and Communications
Oredits: 10 NFQ Level: 7 Modulo Dalivered In 3 programme(s) Teaching & Learning		
NFQ Leval: 7 Modulo Dalivered In 3 programme(s) Teaching & Learning	Language of Instruction:	English
Module Delivered In 3 programme(s) Teaching & Learning 	Credits: 1	0
Module Delivered In 3 programme(s) Teaching & Learning 	NEO Lovel:	
Teaching & Learning Lectures - communication of knowledge and ideas from the lecturer to the learner Studio Based Learning - Learners are tutor supported to engage interactive & collaborative synthesis of research and parallel modular knowledge, skill & competency to develop a personaligroup asethicit to resolving of parallel modular knowledge, skill & competency to develop a personaligroup asethicit to resolving of parallel modular knowledge, skill & competency to develop a personaligroup asethicit to resolving of present the apply & develop team building skills - Workshop - Learners will be encouraged to actively contribute in presenting & discussing within the peer group to develop, research, analytical & communication skills. Module Aim: The aim of this module is to give learners an understanding of visual communications, digital literacies and design inpurpate. Students will gain an acciert, Learner will be encouraged to actively contribute in visual communication. Using Adobe Suite, students will compare design for given bries, engaging in the stages of the design from brier, concept developing a personal aesthetic in visual communication. Using Adobe Suite, students will communications, developing a personal aesthetic an arage of visual count visual and digital communications, developing grammar and language to interpret a range of visual media and chicial practice. L02 Demonstrate a knowledge of the design problement, storage to communication, developing grammar and language to interpret range of visual considerations. L03 Understand the slages of the design problement is appropriate. L04 Engage with visual methodologies literature, compare and critique current visual and digital communications, developing grammar and language to interpret		
Strategies: Learning - learners are turor supported to engage interactive & collaborative synthesis of research and parcline design research questions GroupTeam Learning - learners will be encouraged to actively participate in collaborative group-work to employ brain-storming, mind-mapping & third, problem solving methods to apply & develop team building skills Workshop - learners will be encouraged to actively participate in collaborative group-work to employ brain-storming, mind-mapping & third, problem solving methods to apply & develop team building skills Workshop - learners will be encouraged to actively participate in present the application of the insegence at lease stage throughout the design process Elearning - support their learning and understanding Class Presentation & Critique - learners will be encouraged to actively contribute in presenting & discussing within the peer group to develop, research, analytical & communications, digital literacies and design language. Students will gain an appreciation of the use and benefit of replicit design. developing a protein asgenter in the adaption. Item Shift through resentation & Critique - learners will be recouraged to actively contribute in presentation, and print production, gaining experience of the design normalise of the presentation, and print production, gaining experience of the design process through practical experience. Learning Outcommet Do accessful complexity of the develop a group of develop a group of develop a group of develop and print production, gaining experience of the design process through practical experience. Learning Outcommet as angle of the dynamics of what makes a good piece of design using design principles. Do accessful communications, developing group of develop a group of develop a protectical studio based engagement produce design brief, and the role of the clei	Module Delivered In	3 programme(s)
design language. Students will gain an appreciation of the use and benefit of graphic design, illustration, and typography in an ethical business and society. Learners will experiment will graphic design, developing a personal aesthetic in visual communication. Using Adobe Suite, students will compose designs for given briefs, engaging in the stages of the design from brief, through research, concept development, to finished presentation, and print production, gaining experience of the design process through practical experience. Learning Outcompt of this module the learner should be able to: Image with visual methodologies literature, compare and critique current visual and digital communications, developing grammar and language to interpret a range of visual media and ethical practice. LO2 Demonstrate a knowledge of the dynamics of what makes a good piece of design using design principles. LO3 Understand the stages of the design process through a design brief, and the role of the client, designer, printer/supplier. LO4 Give learners an understanding of digital literacies and the procedures involved in adapting visual design to create dynamic finigh-quality content as digital media with ethical considerations. LO5 Enable learners to explore basic photographic principles and literacies with an emphasis on images within communications in wared and specific contexts using relevant software. Reflect on learnings and engagement with the design process. Module Recommendations The representing module is listed Conreguister Modules The representis constant as the to		Learning - learners are tutor supported to engage interactive & collaborative synthesis of research and parallel modular knowledge, skill & competency to develop a personal/group aesthetic to resolving of specific design research question/s. • Group/Team Learning - learners will be encouraged to actively participate in collaborative group-work to employ brain-storming, mind-mapping & ethical problem solving methods to apply & develop team building skills. • Workshop - learners will be required to test, evaluate & represent the application of their research at each stage throughout the design process. • E-Learning - learners will be encouraged to engage on-line research data, media streams & resource materials to support their learning and understanding. • Class Presentation & Critique - learners will be encouraged to actively contribute in presenting & discussing within the peer group to develop, research, analytical &
On successful completion of this module the learner should be able to: LO1 Engage with visual methodologies literature, compare and critique current visual and digital communications, developing grammar and language to interpret a range of visual media and ethical practice. LO2 Demonstrate a knowledge of the dynamics of what makes a good piece of design using design principles. LO3 Understand the stages of the design process through a design brief, and the role of the client, designer, printer/supplier. LO4 Give learners an understanding of digital literacies and the procedures involved in adapting visual design to create dynamic high-quality content as digital media with ethical considerations. LO5 Enable learners to explore basic photographic principles and literacies with an emphasis on images within communications media. LO6 Through practical studio based engagement produce design solutions to appropriate briefs for a range of communications in varied and specific contexts using relevant software. Reflect on learnings and engagement with the design process. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No incompatible Modules These are modules listed Co-requisite Modules Incompatible modules listed No Co-requisite modules listed Requirements No icompatible modules listed Requirements	Module Aim:	design language. Students will gain an appreciation of the use and benefit of graphic design, illustration, and typography in an ethical business and society. Learners will experiment with graphic design, developing a personal aesthetic in visual communication. Using Adobe Suite, students will compose designs for given briefs, engaging in the stages of the design from brief, through research, concept development, to finished
LO1 Engage with visual methodologies literature, compare and critique current visual and digital communications, developing grammar and language to interpret a range of visual media and ethical practice. LO2 Demonstrate a knowledge of the dynamics of what makes a good piece of design using design principles. LO3 Understand the stages of the design process through a design brief, and the role of the client, designer, printer/supplier. LO4 Give learners an understanding of digital literacies and the procedures involved in adapting visual design to create dynamic high-quality content as digital media with ethical considerations. LO5 Enable learners to explore basic photographic principles and literacies with an emphasis on images within communications media. LO6 Through practical studio based engagement produce design solutions to appropriate briefs for a range of communications in varied and specific contexts using relevant software. Reflect on learnings and engagement with the design process. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No co-requisite modules listed Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. <td>Learning Outcomes</td> <td></td>	Learning Outcomes	
grammar and language to interpret a range of visual media and ethical practice. LO2 Demonstrate a knowledge of the dynamics of what makes a good piece of design using design principles. LO3 Understand the stages of the design process through a design brief, and the role of the client, designer, printer/supplier. LO4 Give learners an understanding of digital literacies and the procedures involved in adapting visual design to create dynamic high-quality content as digital media with ethical considerations. LO5 Enable learners to explore basic photographic principles and literacies with an emphasis on images within communications media. LO6 Through practical studio based engagement produce design solutions to appropriate briefs for a range of communications in varied and specific contexts using relevant software. Reflect on learnings and engagement with the design process. Pre-requisite learning Module Recommendations Incompatible Modules Isted Incompatible Modules listed Incompatible modules listed No incompatible modules listed Co-requisite modules listed No Co-requisite modules listed Requirements Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	On successful completion	of this module the learner should be able to:
LO3 Understand the stages of the design process through a design brief, and the role of the client, designer, printer/supplier. LO4 Give learners an understanding of digital literacies and the procedures involved in adapting visual design to create dynamic high-quality content as digital media with ethical considerations. LO5 Enable learners to explore basic photographic principles and literacies with an emphasis on images within communications media. LO6 Through practical studio based engagement produce design solutions to appropriate briefs for a range of communications in varied and specific contexts using relevant software. Reflect on learnings and engagement with the design process. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules listed Co-requisite modules listed No Co-requisite modules listed Requirements Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.		
LO4 Give learners an understanding of digital literacies and the procedures involved in adapting visual design to create dynamic high-quality content as digital media with ethical considerations. LO5 Enable learners to explore basic photographic principles and literacies with an emphasis on images within communications media. LO6 Through practical studio based engagement produce design solutions to appropriate briefs for a range of communications in varied and specific contexts using relevant software. Reflect on learnings and engagement with the design process. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	LO2 Demonstrate	a knowledge of the dynamics of what makes a good piece of design using design principles.
high-quality content as digital media with ethical considerations. It of the original original original media with ethical considerations. LO5 Enable learners to explore basic photographic principles and literacies with an emphasis on images within communications media. LO6 Through practical studio based engagement produce design solutions to appropriate briefs for a range of communications in varied and specific contexts using relevant software. Reflect on learnings and engagement with the design process. Pre-requisite learning Module Recommendations Module Recommendations Insted Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	LO3 Understand	the stages of the design process through a design brief, and the role of the client, designer, printer/supplier.
media. media. LO6 Through practical studio based engagement produce design solutions to appropriate briefs for a range of communications in varied and specific contexts using relevant software. Reflect on learnings and engagement with the design process. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.		
varied and specific contexts using relevant software. Reflect on learnings and engagement with the design process. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements These are induces listed		ers to explore basic photographic principles and literacies with an emphasis on images within communications
Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.		
This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	Pre-requisite learning	
Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.		
These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	No recommendations liste	L L L L L L L L L L L L L L L L L L L
Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.		have learning outcomes that are too similar to the learning outcomes of this module.
No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	No incompatible modules	isted
Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	Co-requisite Modules	
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	No Co-requisite modules I	sted
No requirements listed		practical skill) that is mandatory before enrolment in this module is allowed.
	No requirements listed	



COMM C2804: Visual Language and Communications

Module Content & Assessment

Indicative Content

Visual Communications

Learn the language of visual communication and literacies to understand techniques and theories of building meaning and messages through visual design.

Design Principles

Understanding of the elements and principles in visual design and communications.

The Process of Design Defining client needs and design requirements for a PR and Media Campaign - Creative briefs, message, audience, brand identity design and visualization, graphic design requirements, design costs, ethical considerations

Digital Content and Curation

Procedures involved in adapting visual design to create dynamic high quality content as digital media using ethical practice

Photographic Visualisation Explore basic photographic literacies and principles, with emphasis on images within PR and Media

Portfolio

Responding to defined graphic or visual communications brief, combining elements introduced to the learner during the module. Use design software to create basic design concepts and presentations - Verbal and visual presentation of concepts - Defend design solutions - Reflect on process and ethical practice

Assessment Breakdown	%
Project	50.00%
Practical	50.00%

Continuous Assessme	ent			
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Design research and justification (Peer and individually assessed)	1,2,4,5	40.00	Week 6
Portfolio	Visual Language and Design Portfolio with reflective journal (Individually assessed)	1,2,3,4,5,6	60.00	Sem 1 End

No Project No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment



COMM C2804: Visual Language and Communications

Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lab/Lecture	Every Week	6.00
Estimated Learner Hours	Every Week	12.00
	Total Hours	18.00

Module Delivered In			
Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	3	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	3	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	3	Mandatory