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 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 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 & communication skills.

Module Aim:	The aim of this module is to give learners an understanding of visual communications, digital literacies and 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 presentation, and print production, gaining experience of the design process through practical experience.

Learning Outcomes
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 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.*
No requirements listed

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 Assessment				
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

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

Programme Code	Programme	Semester	Delivery