

Module Title:	Visual Language
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	A combination of lectures, screenings and blended learning will be used. Particular emphasis will be placed on project based active learning to expand visual literacy.
Module Aim:	The aim of this module is to heighten the learners critical analysis of visual structure, qualities of design and visual storytelling. The learners will examine how lighting, cinematography, visual effects and visual structure, combine to create meaning.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate a comprehensive knowledge of key concepts, theories and methodologies that have informed contemporary visual culture.
LO2	Apply a range of skills and strategies of visual analysis in a variety of practical contexts and exercise discernment in such skills and application
LO3	Illustrate and discuss the key elements of design and visual structure that generate meaning in the visual world.
LO4	Recognise and practically apply relevant analytical elements to work in design and construction
LO5	Explore the issues that impact the creative environment.

Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Narrative and storytelling Approaches to filmmaking from Soviet Realism to gaming narratives. The process of writing through motion.
Visual literacy and qualities of design Understanding the qualities of emotive design and visual structure
Visual Culture Genre studies, auteur theory, realism and some further key theories.
Audience Representations, users motivations, actions and reactions and how visual language creates meaning for the audience.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	An illustrated essay looking at key theoretical and cultural concepts in visual culture	1,2,3	30.00	n/a
Case Studies	A case study looking at iconic visual campaigns and how they generate meaning to audiences.	1,2,3	40.00	n/a
Other	Visual tasks examining the application of theoretical concepts into everyday visual culture	1,2	30.00	n/a

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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	2.00
Independent Learning	Every Week	2.00
Tutorial	Every Week	2.00
Total Hours		6.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_CGSDC_B	Bachelor of Science (Honours) in Set Design and Construction	5	Mandatory
CW_CGSDC_D	Bachelor of Science in Set Design and Construction	5	Mandatory