

Module Title:	Digital Presentation	
Language of Instruction:	English	
Credits:	5	
NFQ Level:	6	
Module Delivered In	<a href="#">2 programme(s)</a>	
Teaching & Learning Strategies:	The learner is immersed in a range of collaborative, problem-solving activities, to investigate and evaluate where design can propose solutions for commercial and social benefit. The holistic, student-centred studio-based approach, facilitated by faculty, is intended to negotiate, facilitate and guide learner engagement and scaffold a deep-learning using the following strategies: • Lectures, • Studio based learning, • Peer-to-peer group/team learning, • E-Learning, • Presentation, • Facilitated peer-to-peer critique/review, • Self-directed independent learning,	
Module Aim:	The aim of this module is to offer the learners an understanding of digital image capture, manipulation and layout skills to develop visual presentations. The learner is introduced to theoretical principles of visual presentation, layout, colour, type, and graphic styles. Understanding is developed through the application of image capture techniques for 2D art work and 3D artifact product photography and field photography for capturing processes and design reference. The learners are introduced to Adobe software Photoshop and Illustrator to develop image manipulation techniques and visual presentations. Learners will be introduced to portfolio development skills allowing them to summarise, synthesise and visually articulate their work.	
Learning Outcomes		
On successful completion of this module the learner should be able to:		
LO1	To demonstrate the ability to digitally capture art work, products and processes through scanning and photography techniques	
LO2	To demonstrate the ability to manipulate enhance and construct digital images using Adobe Photoshop and Illustrator	
LO3	To demonstrate the ability to develop visual presentations using appropriate layout principles and graphic style	
LO4	To demonstrate the ability to produce a portfolio of work	
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		
6858	INTL H3424	Industrial Design
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 Presentation

Introduction to visual presentation principles, theory and application. Introduction to layout principles and application of grids, visual hierarchy, colour theory and modes, colour wheel, colour psychology, material colour, environmental colour, digital colour etc., visual organisation, focus and balance. Introduction to type, font, paragraphs and page layout. Introduction to graphic presentation styles and suitability for print and digital media. Introduction to file types and suitability for different applications including image size and file size reduction for 'packaging design work' for sharing across digital and creative platforms.

#### Digital Capture Scanning

Introduction to digital scanning equipment and software. Introduce image / scan resolution and colour mode. Introduce scanning procedures and set up work flows for consistent capture across documents. Introduce export file formats and their suitability for print and digital applications. Skills will be developed through ongoing practice and exercises

#### Digital Capture Photography

Introduction to digital photography and equipment. Introduce studio photography procedures, set up and workflows. Introduce lighting theory, depth of field, staging, shooting and composition. Introduce backdrops and finding solutions to working with the different approaches and getting the best results to document design reference, process, and models. Skills will be developed through ongoing practice and exercises

#### Digital Image Manipulation for Presentation

Introduction to Adobe Photoshop and Illustrator software for image manipulation and graphical layout and production. Adobe Photoshop: Introduction to the work environment, workflow, navigation and layers. Introduction of basic Photoshop manipulation processes including selecting, cutting / clipping / cropping, copying, scaling, skewing and distorting. Introduction to document layout setup and alignment of content using grids, guides and rulers. Introduction of post digital capture enhancement and presentation of generated images using filters, masks and adjustment levels for non-destructive image manipulation. Adobe Illustrator: Introduction to the environment, workflow, navigation and layers. Introduction to basic Illustrator graphic building processes including using shape, line drawing, construction and trace tools and understanding stroke, object and paths. Introduction to manipulation tools such as anchor points and selection tools. Introduction to colour pallet / swatches and modes, gradients and blends. Introduction to type and type effects and manipulations including text size and format line spacing and kerning type fill and path. Introduction to importing and working with images from Photoshop for presentation development. Skills will be developed through ongoing practice and exercises

#### Infrastructure Resources

Design Studio – a dedicated space designed to allow for studio based learning. This space is specific to a particular learning group. While used to deliver studio based education the space is available to be used outside the time frame of the working day. It provides a safe learner driven, peer-reviewed environment, supported on a one-to-one basis. It supports the synthesis of parallel concurrent modular knowledge, skills and competency with prior learning & personal aesthetic judgement, to resolve specific design research question/s.

#### Computer Plotter Printer Resources

Learner requires access to studio and dedicated lab computers facilities. There should be access to printing and plotting facilities in order to complete projects. The studio must also be fitted with good quality projector, document visualiser and sound equipment for delivery of hybrid approaches. The computers should be a high specification capable of running creative design software.

#### Computer Software Resource

Adobe Creative Cloud Suite, including Illustrator, Photoshop, InDesign etc.

Assessment Breakdown	%
Continuous Assessment	100.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Verbal presentation, linked to Design Discourse P 1. Learners will present and discuss their learnings from a design field trip applying their image capture, enhancing and layout skills.	1,2,3	30.00	Week 7
Portfolio	Submission of a portfolio showing content and development over the semester across the six key learning streams using the learner's visual presentation skills. This deliverable is linked to project outcomes of the other design modules and must contain effective presentation of exemplary work. Learner will demonstrate key skills through interim review submissions that build towards their final portfolio submission for the semester. Interim submission will be specifically used to provide timely formative feedback to learners at key stages of skill development linked projects in Design Studio and Workshop Practice . Studio P1, P2 Workshop P1	1,2,3,4	70.00	Week 15

No Project

No Practical

No End of Module Formal Examination

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Studio Based Learning	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_DHPDI_B	<a href="#">Bachelor of Arts (Honours) in Product Design Innovation</a>	1	Mandatory
CW_DHIDE_D	<a href="#">Bachelor of Arts in Design</a>	1	Mandatory