

Module Title:	Digital Communications	
Language of Instruction:	English	
Credits:	5	
NFQ Level:	6	
Module Delivered In	2 programme(s)	
Teaching & Learning Strategies:	In this module 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, • Facilitated peer-to-peer critique/review, • Self-directed independent learning,	
Module Aim:	The aim of this module is to offer the learner an understanding of digital communication through visual storytelling. The learner is introduced to the theoretical principles of story narrative and rhetoric as a basis for developing, arranging and tailoring graphic visuals text and colour to projects. The learner will understand the value of story for documenting and communicating primary research, applied processes and information design through storyboarding and process instructions and static / motion infographics. The learner will plan, develop and apply a graphic style to an online portfolio presence for curated project work.	
Learning Outcomes		
On successful completion of this module the learner should be able to:		
LO1	To demonstrate the ability to visually frame and communicate primary research and process stories and findings through a series of captured images in a storyboard format	
LO2	To demonstrate the ability to frame design narratives using digital generation and manipulation of captured images and text copy	
LO3	To demonstrate the ability to plan, develop and communicate information through digitally generated static and motion infographics	
LO4	To demonstrate the ability to plan develop and produce a digital 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

Story Sequence and Framing

The learner is introduced to digital communication and curated portfolio content as a medium for showcasing project work. The learner builds understanding of the concepts of narrative, story, visual rhetoric and graphic styles through application to projects. The introduction of story sequencing, context framing and scene capture is applied to storyboards and process instructions. Story focus, detail capture of actions, actors and findings are communicated through a primary research project and objective goals, tasks and actions are communicated through a process instruction manual.

Mapping and Visualisation

The learner is introduced to graphical elements and information flow for developing static and motion information graphics. This involves the introduction of visual elements used to illustrate complex information in an easy to digest format including graphs, symbols and icons. These are planned, developed and applied to a secondary research project.

Digital Portfolio Development

Introduction to the elements of a digital portfolio for communicating design projects. Introduction to Behance online portfolio space including analysis of effective online project communication. Introduction to wireframe planning and template development for consistent communication that is applied to their online portfolio.

Digital Assets Development

Adobe Illustrator and Photoshop will be used to develop graphical layouts, backgrounds and digital assets and enhance / manipulate images to apply to projects. The learner will develop a library of customisable and reusable graphic assets icons, symbols, graphs and layout templates. They will develop understanding of their value and application to efficient workflow across projects.

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. Learners will present and discuss a process or instruction guide concept linked to a product set up or process overview demonstrating story framing and sequencing skills.	1,2	30.00	Week 20
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. P 1,2,3	1,2,3,4	70.00	Week 30

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>
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	Bachelor of Arts (Honours) in Product Design Innovation	2	Mandatory
CW_DHIDE_D	Bachelor of Arts in Design	2	Mandatory