

Module Title:	Visual Language and Media
Credits:	10
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	<ul style="list-style-type: none"> • 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 & problem solving methods and 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 through 2D design. • Industry/Partner Collaboration - learners will be supported to engage in design projects with industry or academic partner institutions on live design projects (where appropriate) which match the objectives of the learning outcomes. • Seminars/Workshops - communication of knowledge and ideas facilitated to engage the learner in intense and specific learning outcomes. • 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. • Self-Directed Independent Learning - student driven independent learning will develop a sense of control and autonomy over the learning process.
Module Aim:	<p>The aim of this module is to give the learners an understanding of visual culture and design language to help them develop their design awareness and sensitivity. The learner will be able to create basic graphic in response to appropriate briefs using digital media. Using computer applications relevant to graphic design including Illustrator and Photoshop, students engage in the stages of the design from brief, through research, concept development, to finished presentation, and print production, gaining some experience of the design studio process through practical experience.</p>

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Appreciate, compare and critique current visual material
LO2	Demonstrate an awareness and sensitivity to visual language
LO3	Produce basic design solutions to appropriate briefs using relevant software including Adobe Illustrator and Photoshop.
LO4	Appreciate and explore basic typography and image creation.
LO5	Develop and opinion and construct a response to a defined graphical brief.
LO6	Comprehend the basic function of a design brief and the stages a designer progress through and the basics of print production.

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

Visual Language + Design Appreciation

Learn the language of Visual Communications - line, shape, weight, positive & negative, colour theory, tone & contrast, composition, pattern & balance, type, format, layout, image composition - Discuss the use of image, photography and illustration in design - Discuss the importance of layout and the organisation of information in good design. Research designers and good design - Read and discuss design articles - Make visual and verbal presentations in class.

Basics Design + Computer Skills

Introduction to line, shape, weight, positive & negative, colour theory, tone & contrast, composition, pattern & balance, format, layout - Introduction to type, layout and format - Introduction to use of image, photography and illustration in design - Introduction to basics of Adobe Illustrator & Photoshop through exercises and design projects - Drawing & working with text in Illustrator - Basic Image capture, manipulation, and creation in Photoshop - The learner will respond to a basic graphic briefs using type & image - The learner will make verbal and visual presentations in class.

Introduction to Design + Print Process

Introduction to the design brief and the stages of the design and print process - Problem solving, brainstorming & lateral thinking for design - Defining client needs - Design requirements for a PR & Media Campaign introduction to researching for design, making design presentation, defending concepts, amending concepts, finalising and applying concepts, working with printers and manufacturers, and design costs.

Introduction to Brand & Applications

Responding to a defined brief to develop a logo/brand identity for a client or campaign. The relevance of brand, Research good practice, Examine and discuss approaches to brand design and various projects, Research for design inspiration, use type and colour to create a brand, apply tagline/motifs where necessary, present concepts created using appropriate software, defend ideas, finalised concept and present, applications of identity which may include letterhead, business card etc. Discuss print requirements for identity campaign. Reflect on design process.

Project

Responding to a defined graphic or visual communications brief which will combine elements introduced to the learner during the module - Use Adobe Illustrator and Photoshop and to create basic design concepts and presentations - Verbal and visual Presentation of concepts - Defend design solutions - Reflect on process - Act and communicate professionally

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Visual Language + Design Appreciation (Individually & Peer Critique)	1,2,5,6	20.00	n/a
Project	Basics Design + Computer Skills (Individually Assessed)	1,2,3,4	20.00	n/a
Project	Introduction to Design + Print Process (Individually Assessed)	1,2,5,6	10.00	n/a
Project	Introduction to Brand & Applications (Individually Assessed)	1,2,3,4,5,6	20.00	n/a
Project	Project (Peer & Individually Assessed)	1,2,3,4,5,6	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	30 Weeks per Stage	1.00
Practicals	30 Weeks per Stage	2.00
Estimated Learner Hours	30 Weeks per Stage	3.67
Total Hours		200.00

