

Module Title	Visual Communications
Level	4
Reference No. (showing level)	ENG_4_542 / MED_4_VCO
Credit Value	20
Student Study Hours	Contact hours: 60 Student-managed learning hours: 140
Pre-requisite learning	None
Co-requisites	Design Methods CAD1
Excluded combinations	
Module co-ordinator	
Faculty/Department	School of Engineering / Division Mechanical Engineering and Design
Short Description	Graphic communication and digital visual tools
Aims	The module aims <ul style="list-style-type: none"> a) to develop the capacities of observation and visualisation, b) to develop visual aesthetic and functional awareness c) to communicate design ideas, information, concepts and narratives in visual form through the introduction: <ul style="list-style-type: none"> - of digital communication skills through the use of 2D graphic software - principles of digital photography, graphic design and illustration.
Learning Outcomes	<p>Students will be able to:</p> <p>Intellectual Skills</p> <ol style="list-style-type: none"> 1. Understand fundamental principles of graphic design and communication in design and engineering (D1i) (D7p, D8p) 2. Use visual languages to investigate, develop, and articulate design concepts (D4i) (D8p, P9p) 3. Communicate ideas effectively through visually attractive graphical presentation methods (D6) (D8p) <p>Practical Skills</p> <ol style="list-style-type: none"> 4. Observe and represent spatial form in two dimensions through graphical methods including digital photography. (P2i) (D8p, D10p) <p>Transferable Skills</p> <ol style="list-style-type: none"> 5. Produce finished presentation material such as plots, printouts, boards, posters, portfolio pages and reports (GS1i) (D10p, P11p) <p><i>Note: The number and letter codes in brackets with 'i' suffix eg (D1i) refer to the Institution of Engineering Designers Engineering Design Specific Learning Outcomes for EC(UK) Accredited Degree Programmes; those with 'p' suffix eg (D1p) refer to the Institution of Engineering Designers Product Design Specific Learning Outcomes for Accredited Degree Programmes</i></p>

<p>Teaching and learning pattern</p>	<p>The teaching programme will be delivered over two semesters, and will take place in the studio and computer / photography labs. A series of lectures will introduce the key principles of graphic design in relation to product design double diamond framework, graphic design techniques will be put into practice during software demonstrations and a series of exercises and their coursework assignments. They will have personal tutorials to assist them in the process, and interim feedback will take place to check progress.</p> <p>Part 1: Graphical portfolio (70%) This will be assessed through two subcomponents Learning outcomes 1, 2, 3, 4, 5</p> <p>Part 2: Software knowledge exercise (30%) This will be assessed through two subcomponents Learning outcomes 1, 5</p>
<p>Indicative content</p>	<p>Communication design, image manipulation and layout. Digital photography, scanning and illustration Development of presentation and documentation material.</p>
<p>Assessment Elements & weightings</p>	<p>The module will be 100% coursework assessed through a series of assignments. Submissions will be a hard copy for drawing sessions and both in digital and hard-copy for visual communication sessions.</p> <p>Formative feedback occurs regularly through tutorials in class.</p>
<p>Indicative Sources (Reading lists)</p>	<p>Adobe Photoshop CC, Faulkner and Chavez, 2017</p> <p>Motion graphic design: applied history and aesthetics. Krasner, 2013</p> <p>Drawing for designers. Pipes, 2007.</p> <p>Graphic design as a second language. Gill, 2003.</p> <p>Design Sketching. Olofsson and Sjolen, 2007.</p> <p>Engineering design graphics: sketching, modelling and visualization. Leake and Borgerson, 2008.</p> <p>Online resources: Adobe TV: https://helpx.adobe.com/photoshop.html https://helpx.adobe.com/illustrator/tutorials.html</p> <p>Lynda.com To subscribe to Lynda: https://shib.lynda.com/Shibboleth.sso/InCommon?providerId=https://shibboleth.lsbu.ac.uk/shibboleth http://www.core77.com/ - Core 77 http://www.designboom.com/eng/ - Design Boom http://www.computerarts.co.uk/ - Computer arts</p>