

<b>Full Title:</b>	Visual Literacy
<b>Module Code:</b>	MMED M8013
<b>Credits:</b>	5
<b>Valid From:</b>	Semester 1 - 2014/15 ( September 2014 )
<b>Module Delivered in</b>	<a href="#">3 programme(s)</a>
<b>Module Description:</b>	To introduce students to the key components of visual communications (form, colour, type, layout), to give them the appropriate vocabulary needed for effective analysis and discussion of visual communications (nationally and internationally) and to encourage the development of an experiential, enterprising problem-solving work process.
<b>Learning Outcomes:</b>	
<i>On successful completion of this module the learner should be able to</i>	
<ol style="list-style-type: none"> <li>1. Produce visual solutions and create meaning using principles of composition, information hierarchy, colour, form, typography.</li> <li>2. Discuss how visual principles can create meaning in pictorial or graphic images.</li> <li>3. Demonstrate a reflective design development process.</li> <li>4. Use an industry standard digital editing package to a basic level.</li> </ol>	

**Module Content & Assessment**

**Indicative Content**

**What is visual communications?**

The language of visual communications (form, colour, type, layout, line, etc.)

**Visual literacy**

Reading an image. Understanding how form, composition, colour, typography and hierarchy contribute to meaning in images.

**Design Process**

Develop a design based working process, problem solving, developing and refining work. Exploring the creation of meaning through experimentation with visual forms.

**Digital Imagery**

Photoshop basics, scanning and preparing imagery for screen.

**Creative Brief**

Reading, interpreting and solving a design brief. Problem solving skills. Creating scamps, thumbnails and rough visuals - thinking visually.

**Assessment Breakdown**

%

Course Work

100.00%

**Full Time**

**Course Work**

Assessment Type	Assessment Description	Outcome addressed	% of total	Marks Out Of	Pass Marks	Assessment Date	Duration
Reflective Journal	n/a	2	20.00	0	0	Sem 1 End	0
Continuous Assessment	Explore composition, form, colour theory.	1,2,3	20.00	0	0	Week 4	0
Continuous Assessment	Explore typography	1,2,3	30.00	0	0	Week 7	0
Project	Individual Project	1,2,3,4	30.00	0	0	Sem 1 End	0

No Project

No Practical

No End of Module Formal Examination

**Reassessment Requirement**

**Reattendance**

The assessment of this module is inextricably linked to the delivery. Therefore reassessment on this module will require the student to reattend (i.e. retake) the module in its entirety.

**DKIT reserves the right to alter the nature and timings of assessment**

**Module Workload & Resources**

**Workload: Full Time**

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Practical	No Description	3.00	Every Week	3.00
Lecture	No Description	1.00	Every Week	1.00
Independent Study	No Description	4.00	Every Week	4.00
Total Weekly Learner Workload				8.00
Total Weekly Contact Hours				4.00

**This course has no Part Time workload.**

**Resources**

*Recommended Book Resources*

**Berger, John 1990, *Ways of Seeing*, Penguin Books London**

**Spiekermann, Erik & Gingerm E.M. 2013, *Stop Stealing Sheep and find out how type works*, 3 Ed., Adobe Press**

*Supplementary Book Resources*

**Lupton E. and Phillips J. C. 2008, *Graphic Design the new basics*, Princeton Architectural Press UK**

**Feisner E. D. and Reed R. 2014, *Colour Studies*, 3 Ed., Bloomsbury London**

**Hollis, Richard 2002, *Graphic Design: A Concise History*, 2 Ed., Thames and Hudson Ltd London**

**Heller, Steven & Pomeroy, Karen 1997, *Design Literacy: Understanding Graphic Design*, Allworth Press U.S.**

**Samara, Timothy 2007, *Design Elements: A Graphic Style Manual*, Rockport Publishers**

*This module does not have any article/paper resources*

*This module does not have any other resources*

**Module Delivered in**

Programme Code	Programme	Semester	Delivery
DK_IMCCM_8	<a href="#">Bachelor of Arts (Hons) in Communications in Creative Media</a>	2	Mandatory
DK_IMMAT_7	<a href="#">Bachelor of Arts in Media Arts and Technologies</a>	2	Mandatory
DK_MMWEB_8	<a href="#">Bachelor of Science (Honours) in Multimedia Web Development</a>	2	Mandatory