

**MMED M7007: Branding and Editorial Design
Fundamentals**

Module Details	
Module Code:	MMED M7007
Full Title:	Branding and Editorial Design Fundamentals APPROVED
Valid From::	Semester 1 - 2020/21 (September 2020)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Adele Commins
Departments:	Unknown
Module Description:	The aim of this module is to develop in students a greater practical understanding of Industry standard image editing, vector editing and desktop publishing packages. They will show an understanding of various design principles and visual communication theory.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Demonstrate the ability to use Industry standard image editing, vector editing and desktop publishing packages.
MLO2	Design and create layout and branding design work for print and digital based environments.
MLO3	Apply various design principles and visual communication theory for information design and architecture.
MLO4	Discuss, critique and analyse design material of various editorial and branding design practitioners from around the world.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
Industry standard Softwares Industry standard image editing, vector editing and desktop publishing packages	
Visual Communications Theory The language of visual communications (form, colour, type, layout, line, etc.)	
Editorial and Branding design theory and practice Reading an image. Understanding how form, composition, colour, typography and hierarchy contribute to meaning in visual compositions	
Grid based Systems n/a	
Logo Design Principles n/a	
Key Technical knowledge concerning print and digital platforms. n/a	
Composition Theory Laying out compositions applied in different print applications like reports, books, magazines, newspapers. Laying out compositions for the screen	
Study of design practitioners Study various design practitioners and mediums.	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Portfolio	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 6	Learning Outcome	1,3
Duration in minutes	0		
Assessment Description Practical Based project			
Assessment Type	Presentation	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 8	Learning Outcome	4
Duration in minutes	0		
Assessment Description Theory Based project			
Assessment Type	Portfolio	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 12	Learning Outcome	1,3,4
Duration in minutes	0		
Assessment Description Practical Based project			
No Project			
No Practical			
No Final Examination			
Reassessment Requirement			
A repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	1.00	1
Practical	Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	5.00	5
				Total Weekly Learner Workload	8.00
				Total Weekly Contact Hours	3.00

Workload: Part Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	1.00	1
Practical	Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	5.00	5
				Total Weekly Learner Workload	8.00
				Total Weekly Contact Hours	3.00

Module Resources

Recommended Book Resources

Samara, Timothy. Design Elements: A Graphic Style Manual.

Ellen Lupton. (2010), Thinking with Type, Second Revised and Expanded Edition: A Critical Guide for Designers, Writers, Editors, and Students.

Airey, David. Logo Design Love: A Guide to Creating Iconic Brand Identities.

This module does not have any article/paper resources

Other Resources

Website, idn world,
<http://idnworld.com>

Website, Computer arts,
<http://www.computerarts.co.uk/>

Website, Logo Design Love,
<http://www.logodesignlove.com>