Module Details

Module Code:	MMED M7002
Full Title:	Digital Visual Communication APPROVED
Valid From::	Semester 1 - 2020/21 (September 2020)
Language of Instruction:	English
Duration:	1 Semester
Credits::	10
Module Owner::	JJ quinlan
Departments:	Unknown
Module Description:	This module will give students an interdisciplinary understanding of communication, design, and illustration at tertiary level. This general introduction enables students to experience and broaden their comprehension of each discipline area through a series of practical workshops. The student will also gain an understanding of appropriate information relating to the study of contemporary, historical, theoretical and cultural aspects of this rich and expansive interdisciplinary area.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	**Module Learning Outcome Description**
MLO1	Employ and manipulate materials and practical skills to successfully communicate ideas.
MLO2	Identify a range of fundamental theories and concepts within the creative industries.
MLO3	Analyse and appraise historical, contemporary and peer practices in relation to personal work.
MLO4	Articulate ideas and information comprehensively and with coherency in a variety of formats (visual, written, oral)
MLO5	Communicate effectively in visual form.
MLO6	Use Industry Standard image editing, vector editing and desktop publishing software.

Pre-requisite learning
Module Recommendations   *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).*
No recommendations listed

Module Indicative Content	
Lectures Lectures will introduce ways of observing and thinking about communication, design, and illustration and explore the interchange and awareness theory and practice within each discipline.	
Tutorials Tutorials will monitor a student's progress and are used for formative feedback and relevant exchange of information.	
Practical Workshops Workshops will enable students to develop skills necessary to achieve the module learning outcomes. Workshops are essentially task-orientated where students learn by doing and by reflecting on the outcomes of both individual and the peer groups' learning.	
Critiques Critiques will provide opportunities for students to reflect on their work, articulate carefully considered constructive analysis, and realise the potential of peer learning. Students will have the opportunity to present their work in progress, to reflect on and evaluate their work and to listen to peer views. There are three key elements of critiques: self-reflection, constructive analysis and peer learning.	
Independent Study Independent Study will provide opportunities for students to reflect on learning requirements, to plan coursework preparation and execution, to explore independent learning pathways and to exercise self-motivation and discipline in their work patterns.	

Module Assessment

Assessment Breakdown	%
Course Work	100.00%

Module Special Regulation

Assessments

Full Time On Campus

Course Work			
Assessment Type	Continuous Assessment	**% of Total Mark**	70
Marks Out Of	100	**Pass Mark**	40
Timing	S1 Week 12	**Learning Outcome**	1,2,5,6
Duration in minutes	0		
Assessment Description Students will produce a digital artefact relating to a brief within each specialist area (communication, design & illustration).			
Assessment Type	Presentation	**% of Total Mark**	30
Marks Out Of	100	**Pass Mark**	40
Timing	S1 Week 10	**Learning Outcome**	2,3,4
Duration in minutes	0		
Assessment Description Students will produce a body of research relating to contextual information within each specialist area (communication, design & illustration).			

No Project
No Practical
No Final Examination

Part Time On Campus

Course Work			
Assessment Type	Continuous Assessment	**% of Total Mark**	70
Marks Out Of	100	**Pass Mark**	40
Timing	S1 Week 12	**Learning Outcome**	1,2,5,6
Duration in minutes	0		
Assessment Description Students will produce a digital artefact relating to a brief within each specialist area (communication, design & illustration).			
Assessment Type	Presentation	**% of Total Mark**	30
Marks Out Of	100	**Pass Mark**	40
Timing	S1 Week 10	**Learning Outcome**	2,3,4
Duration in minutes	0		
Assessment Description Students will produce a body of research relating to contextual information within each specialist area (communication, design & illustration).			

No Project
No Practical
No Final Examination

Reassessment Requirement
No repeat examination *Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered.*

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	This lecture series covers a critical understanding of the relationship between theory and practice within the context of design, illustration and communication disciplines.	Every Week	1.00	1
Practical	Contact	Practice-based workshops that introduce traditional and contemporary techniques and processes, which result in resolved outcomes.	Every Week	4.00	4
Independent Study	Non Contact	No Description	Every Week	11.00	11
				Total Weekly Learner Workload	16.00
				Total Weekly Contact Hours	5.00

Workload: Part Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	This lecture series covers a critical understanding of the relationship between theory and practice within the context of design, illustration and communication disciplines.	Every Week	1.00	1
Practical	Contact	Practice-based workshops that introduce traditional and contemporary techniques and processes, which result in resolved outcomes.	Every Week	4.00	4
Independent Study	Non Contact	No Description	Every Week	11.00	11
				Total Weekly Learner Workload	16.00
				Total Weekly Contact Hours	5.00

Module Resources

Recommended Book Resources

  Mark Wigan. (2014), Thinking Visually for Illustrators (Basics Illustration), 2nd Revised edition edition. Fairchild Books;, Bloomsbury, England, [ISBN: 1472527496].

Supplementary Book Resources

  Ella Frances Sanders. (2014), Lost in Translation: An Illustrated Compendium of Untranslatable Words from Around the World, 01 edition. Penguin, Random House USA, [ISBN: 1607747103].

  Alina Wheeler. (2017), Designing Brand Identity: An Essential Guide for the Whole Branding Team, 5th edition. John Wiley & Sons, New York., [ISBN: 1118980824].

  John Berger. (2008), Ways of Seeing, 01 edition. Penguin Classics, London, [ISBN: 1912284642].

This module does not have any article/paper resources

Other Resources

  Website, Design Week,
  https://www.designweek.co.uk/

  Website, Creative Boom Website,
  https://www.creativeboom.com/

  Website, Submarine Channel Website,
  https://submarinechannel.com/