

Module Documentation



INFO06039

Visual Design

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INFO06039 Visual Design

Short Title	Visual Design
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Full Title	Visual Design
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Attendance	N/A	Discipline	482 COMPUTER USE (INFO TECH)
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Coordinator	Lucia Cloonan	Department	Business
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Official Code	INFO06039	NFQ Level	06	ECTS Credit	05
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Module Description

The aim of this module is to empower students with the skills for print production and graphic design.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Describe the steps in the design process.
2. Apply the basic principles of page design & layout.
3. Explain the colour wheel and how to use it to choose colours for a project.
4. Identify the categories of type and different ways to contrast them.
5. Examine image resolution, image sources and how to access resulting images in an editing application.
6. Design, produce and evaluate a portfolio of documents.

Teaching and Learning Strategies

Teaching and learning methods will involve a combination of theory and practice.

Assessment Strategies

The assessment strategy is reviewed on an annual basis with the external examiner. Class-based assessment is 40%. Portfolio is 60%.

Repeat Assessment Procedures

Repeat practical examination (3 hours).

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

1. **Design Process:** Marketing research, concept, thumbnail Sketches, rough Sketches, comprehensives, camera-ready artwork. Information design, interface design, interaction design.

2. **Page Design:** Proximity, alignment, repetition and contrast. Layout design: text organisers - headlines, subheadings, style sheets, headers/footers, jumplines, captions, nameplate, pull-quote, rules, borders. Elements of a page.

3. **Colour:** Colour wheel, colour relationships, shades and tints. Warm colours vs. cool colours. CMYK vs. RGB; print vs. web. Specifying colour settings in a desktop publishing package.

1. **Designing With Type:** Relationships: Concord, conflict, contrast. Categories of Type: Oldstyle, Modern, Slab serif, Sans serif, Script, Decorative. Type contrasts: Size, weight, structure, form, direction, colour.

2. **Images:** Use of digital cameras and scanners, their resulting image types, and how to access resulting images in an editing application. Discussion of Image resolution, size, and formats. Copyright protection.

3. **Desktop Publishing Packages:** Guides, adding text, working with styles, graphics, objects. Setting up a document and working with pages. Working with layers, frames. Text flow, editing text, working with typography & colour. Importing and modifying graphics, creating tables, working with transparency. Output and exporting. Converting a print document for online use.

4. **Production:** Students will be required to produce a portfolio of documents including a magazine article, a newsletter, a print advertisement and a poster or flyer.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	100 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Class based assessment	1,2,3,4,5,6	40	OnGoing
Portfolio	2,3,4,6	60	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Laboratory Practical	Not Specified	Laboratory	3	Weekly	3.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

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Williams, Robin, 2008, *The Non-Designer's Design Book*, 3rd ed., Peachpit Press.

Module Alternate Book Resources

None

Module Other Resources

None

Module URLs

<http://www.adobe.com/>

<http://www.webstyleguide.com/>

<http://desktoppub.about.com/>

<https://learnonline.gmit.ie/login/index.php>

Additional Information

None

ISBN BookList

Book Details

Adobe Creative Team 2012 *Adobe Photoshop CS6 Classroom in a Book* Adobe Press
ISBN-10 0321827333 ISBN-13 9780321827333

Robin Williams 2014 *The Non-Designer's Design Book (4th Edition)* Peachpit Press
ISBN-10 0133966151 ISBN-13 9780133966152

Patrick J. Lynch 2009 *Web Style Guide: Basic Design Principles for Creating Web Sites* Yale University Press
ISBN-10 0300137370 ISBN-13 9780300137378

Adobe Creative Team 2012 *Adobe InDesign CS6 Classroom in a Book* Adobe Press
ISBN-10 0321822498 ISBN-13 9780321822499

Jason Simmons 2010 *The Designer's Desktop Manual, 2nd Edition* How Books
ISBN-10 1440303002 ISBN-13 9781440303005

Stephen McGloughlin 2001 *Multimedia : Concepts and Practice and Student CD* Prentice Hall
ISBN-10 0130575062 ISBN-13 9780130575067

Approval Information

School Approval by Carmel Brennan on 27-03-2015

Academic Council on 01-04-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BBISG_H08	201500	Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07	201500	Bachelor of Science in Business Information Systems