

Course Title: **Visual Communication**

Course Code: **DIGM603**

Descriptor Start Date: **23/02/2023**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

## LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

**Total learning hours: 150**

## PRESCRIPTOR

Provides a grounding in the fundamental theory and practice of digital visual communication. Develops the conceptual knowledge and practical skills required for the creation of visual assets in a digital communication context. Provides a critique of contemporary visual culture, surveying the mechanisms by which meaning is constructed through visual forms. Explores theoretical approaches to image analysis and applies these approaches to the creation of visual messages.

## LEARNING OUTCOMES

1. Appraise and apply principles of successful visual communication.
2. Identify and examine the manifest and latent messages in a range of visual communication forms.
3. Create, modify and combine different visual asset forms in a digital context.
4. Evaluate trends in contemporary visual culture and apply this evaluation to the production of new images.

**Disclaimer: Course descriptors may be amended between teaching periods/semesters**

## CONTENT

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Content may include but need not be limited to:

- Intellectual property, copyright and visual plagiarism
- Imaging principles and techniques
- Bitmap vs. vector artwork
- Vector drawing techniques
- Abstraction and iconography
- Form, line and space
- Composition
- Layout principles and techniques
- Thumbnailing techniques
- Typography fundamentals
- Working with fonts
- Colour fundamentals
- Photographic/bitmap imagery: selections, cutouts, treatments
- Subject, foreground, background, depth
- Masking
- Icon and logo design
- Compositing images
- Retouching images
- Visualisation tools and technique

## LEARNING & TEACHING STRATEGIES

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Integrated labs with lectures, workshops and online tutorials.

## ASSESSMENT PLAN

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Assessment Event	Weighting %	Learning Outcomes
Portfolio 1	40.00	1-4
Portfolio 2	60.00	1-4

### Grade Map

#### MAP1

A+ A A- Pass with Distinction  
B+ B B- Pass with Merit  
C+ C C- Pass  
D Fail

### Overall requirement/s to pass the course:

Submit all assignments and obtain a C- grade overall

## LEARNING RESOURCES

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**For further information, contact:** Te Ara Auaha - Faculty of Design & Creative Technologies

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Principal Programme: **AK3303, Bachelor of Communication Studies**

Related Programme/s: **AK1315  
AK3453  
AK3704  
ICE1  
INEXCH1  
SABRD1**

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