

Course Title: **Digital Visual Communication**

Course Code: **DIGM802**

Descriptor Start Date: **02/09/2022**

Descriptor End Date: **31/12/2024**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S:

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

Develops the advanced practical and theoretical skills and knowledge required in order to design, produce and deliver successful visual communication using digital technologies. Fosters a critical research-driven approach to the practice of digital visual communication. Explores and critiques contemporary digital visual culture to generate a set of communication design strategies and a contextual framework for practice. Develops critical awareness of the role of visual communication across a range of digital media design disciplines.

LEARNING OUTCOMES

1. Demonstrate advanced practical and theoretical skills and knowledge in the design, production and delivery of successful visual communication in a digital context.
Advanced practical and theoretical skills and knowledge in the design, production and delivery of successful visual communication in a digital context.
2. Research, evaluate, critique and select appropriate design and production methodologies in response to a range of complex visual communication briefs.
3. Demonstrate a critical awareness of the digital visual cultural contexts within which their own visual communication practice is located.
4. Research, identify and analyse existing digital visual communication processes and artefacts in order to generate a set of strategies for professional practice.

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

CONTENT

- Intellectual property, copyright and visual plagiarism
- Vector and bitmap artwork
- Abstraction and iconography
- Form, line and space
- Composition
- Ideation and concept development strategies
- Typography
- Photographic/bitmap image manipulation
- Still image compositing
- Visual media and culture
- Visual modalities

LEARNING & TEACHING STRATEGIES

Lectures, workshops, blended and online learning.

ASSESSMENT PLAN

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:

To pass the course, students must submit the assignment and achieve 50% overall.

LEARNING RESOURCES

A recommended reading list will be provided.

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

Principal Programme: AK1323, Master of Communication Studies

Related Programme/s: AK1299
AK1322

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