

COURSE SPECIFICATION DOCUMENT

Academic School / Department: Communications and The Arts

Programme: Art History & Visual Culture
Communications: Advertising and PR
Communications: Media Studies
Digital Communication & Social Media
Film & Photography

FHEQ Level: 5

Course Title: Creating Digital Images

Course Code: COM 5230

Total Hours: 120

Timetabled Hours: 45

Guided Learning Hours: 0

Independent Learning Hours: 75

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description:

How do we convey meaning through images? In this practical course using industry-standard design software, students first discuss the process of devising and critiquing creative ideas in advertising and photography, and how these can be used to persuade and convince. Visual approaches to narrative and research are analysed before moving on to explore key design principles like colour, layout, and composition. Training in Photoshop and Illustrator is provided, allowing students to produce images to a brief. No prior design or software experience is required.

Prerequisites:

None

Aims and Objectives:

Students are expected to explore different methods of visual research, to study notions of sequence and construction of meaning and to apply theoretical and practical skill in pursuit of an authentic professional scenario.

Programme Outcomes:

Art History & Visual Culture: A5(i), A5(iii), B5(i), C5(iii). D5(i), D5(iii)
Communications: Advertising and PR: A5(i), A5(iii), B5(i), C5(iii). D5(i), D5(iii)
Communications: Media Studies: A5(i), A5(iii), B5(i), D5(i), D5(ii)
Digital Communication & Social Media: A5(i), A5(iii), A5(v), B5(v), C5(i), C5(iii),
Film & Photography: A5(i), A5(iii), B5(i), C5(iii). D5(i), D5(iii)

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<http://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a process for the generation of creative ideas
- Show detailed knowledge of well-established design concepts and terminology
- Demonstrate detailed familiarity with techniques and skills associated with digital design
- Collect, research, and synthesise information in order to design and create a range of art works using layout, graphics and photo-based images

Indicative Content:

- Elements of design (manual and digital practice)
- Use of Adobe Photoshop and Illustrator
- Assembling page layouts and composition
- Principles of visual narrative
- Responding creatively to a client brief
- Approaches to visual research
- Approaches to collage
- Project management
- Narrative semiotics
- Audience research
- Gestalt principles
- Photomontage
- Typography
- Semiotics

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The following teaching methods are employed in this course:

- Lectures will be given on visual communication, composition, aesthetics and different processes and outputs, which feature a diverse range of artists and designer.
- Demonstrations related to software applications and art studio methods.
- Critique sessions, both peer- and tutor-led

- Group and one-to-one tuition to supplement the above.

See syllabus for complete reading list

Indicative Texts:

Ambrose, Gavin, *Design Thinking for Visual Communication* (Fairchild Books, 2015)

Baldwin, Jonathan; Roberts, Lucienne, 2006. *Visual Communication: From Theory to Practice*, AVA Publishing

Crow, David, 2003, *Visible Signs: An Introduction to Semiotics in the Visual Arts*, AVA Publishing SA.

Leborg, Christian, 2006, *Visual Grammar*, Princeton Architecture Press.

Sheree, Josephson et al. *Handbook of Visual Communication: Theory, Methods, and Media* (Routledge 2020)

Journals:

Students are encouraged to read periodicals such as:

Eye

Back-Cover

Grafic

Baseline

Elephant

Varoom

Pocko

Nobrow

McSweeney's

Creative Review

Adbuster

Dot

Émigré

Web Sites:

Planet Photoshop

Adobe School

Tutorialized

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body	Change Actioned by Academic Registry
Title change		
Course Description updated		
Aims and Objectives updated		
Programme outcomes mapped onto Com		
Learning outcomes modified		
Indicative Content updated		
Teaching Methodology updated		
Bibliography updated		
Added social media for Prog		
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	