

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Communications and the Arts
<b>Programme:</b>	Advertising and Public Relations
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Visual Communication in Practice
<b>Course Code:</b>	ADPR 5101
<b>Total Hours:</b>	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
<b>Credit</b>	16 UK CATS credits 8 ECTS credits 4 US credits

**Course Description:**

How do we convey meanings and messages through images? In this practical course using industry- standard design software, students first discuss the process of devising and critiquing creative ideas, 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 such as type, colour, layout and composition. Training in industry-standard software is provided, allowing students to produce images to a brief. No prior design or software experience is required.

**Prerequisites:**

40 Credits

**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 visual communication. The course aims to introduce key principles of design, both in practical, historical and theoretical contexts, broadening students' visual vocabulary for communicating visually.

**Programme Outcomes:**

All, BI, BII, CI, CII, DI

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

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

**Learning Outcomes:**

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

- Demonstrate a critical engagement with theories and concepts used in visual communication.
- Demonstrate critical understanding of the key problems and issues addressed in visual communication.
- Demonstrate engagement with the selection, application and utilization of disciplinary appropriate methods for visual communication.
- Demonstrate the ability to formulate and communicate arguments cogently, retrieve and generate information, and select appropriate criteria to evaluate sources and/or data for communicating visually.
- Deliver work with limited supervision and/or effectively engage in teamwork according to a given brief.
- Demonstrate both critical reflection on ethical principles in the research process and broader discipline of visual communication, and self-reflect for the capacity of criteria-based evaluation of work.

**Indicative Content:**

- Elements of design (manual and digital practice)
- Use of Adobe Photoshop and Illustrator
- Assembling 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
- Photomontage
- Typography
- Visual analysis and 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 techniques.
- Critique sessions, both peer- and tutor-led
- Group and one-to-one tuition to supplement the above.
- There will be 'studio days' where students will be working on their projects in class time with support from the tutor.

**Indicative Text(s):**

Ambrose, G. (2015) *Design Thinking for Visual Communication*. 2nd edn. London: Fairchild Books.

Baldwin, J. and Roberts, L. (2006) *Visual Communication: From Theory to Practice*. USA: AVA Publishing.

Crow, D. (2022) *Visible Signs: An Introduction to Semiotics in the Visual Arts*. 4th edn. USA: AVA Publishing.

Crowder, J.W. and Marion, J.S. (2023) *Visual Research: A Concise Introduction to Thinking Visually*. 2nd edn. London: Routledge.

Leborg, C. (2006) *Visual Grammar*. New Jersey: Princeton Architecture Press.

Josephson, S. et al. (2020) *Handbook of Visual Communication: Theory, Methods, and Media*. 2nd edn. UK: Routledge.

**Journals**

*Eye*.

*Back-Cover*.

*Grafic*.

*Baseline*.

*Elephant*.

*Varoom*.

*Pocko*.

*Nobrow*.

*McSweeney's*.

*Creative Review*.

*Adbuster*.

*Dot*.

*Émigré*.

See syllabus for complete reading list.

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition document	Nov 2024	