Course Code	DV2001
Course Title	Visual Communication 1
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This course is the first in a series of four visual communication courses. It introduces you to the principles and elements of design in the context of visual communication. This is a process and idea-driven class, where you are encouraged to explore visual making methodologies. During this course, you will develop the skills to translate ideas into visual forms within the parameters of a single page, utilizing techniques of representation in visual communication. You will also begin to establish a design vocabulary and have a familiarity with how to engage in constructive group critiques through a series of practical projects with the instructor and peer feedback.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe fundamental design techniques used to organise information and create engaging visual graphics.
2. Develop layout processes such as hierarchy and composition to improve readability and comprehension.
3. Apply design processes and representational signs to enhance communication through form, colour and text.
4. Present, discuss and evaluate your visual communication reasonings and decisions clearly and effectively.
5. Critique your own and your peers' work in a clear and constructive manner with a clear understanding of relevant design terms.

Course Content

What is visual communication?
This course introduces you to an overview of key concepts and theories around the practice of Visual Communications. You will explore the creation, distribution, reception and consumption of messages and the influence of visual language. You will also be introduced to the roles that visual communication has within society.

Elements of Design: Form & Image
An investigation of semiotics and the theoretical principles that underpin how meaning is extracted from words and images. Investigation covers the relationship between the sign and the signifier and how to choose appropriate signs for communicating visually through metaphor, metonym, synecdoche and juxtaposition.

Elements of Design: Colour
Through analysis of a variety of examples from design outcomes, you will learn about the role of

colour in communicating a message. Basic concepts of colour and meaning will be explored as elements of visual strategies.

Design Fundamentals: Layout (Single page and Multiple Folds in a single page)
Through analysis of a variety of examples from design outcomes, you will learn techniques of composition and layout to present visual and textual elements in an effective manner on a single page. Basic introduction of page anatomy, visual dynamics, visual composition and visual hierarchy will be established between image and text.

Ideation techniques and process documentation
Introduction to mind mapping, mood boarding and precedence studies will be established to enable you to contextualize your design solutions within the larger practice of design.

Class assignments
Three creative projects.
1. **Graphic Form (Within A4)**
   Create a series of graphic forms within A4 to communicate a single idea using effective techniques of representation and design fundamentals.

2. **Poster Design (Within A2)**
   Create an A2 graphic driven poster design to communicate a single idea within a single page. Explorations on creating visual interest, visual hierarchy and visual flow within the integration of image, text and colour will be developed.

3. **Multiple Folds Single Page Print (Within A3)**
   Create a multiple fold print within A3 to communicate a single idea applying visual interest, visual hierarchy and visual flow.

Assigned Exercises
1. Design and Form – Preliminary Research & Visual Storming
2. Design and Form – Ideation Sketches
3. Design and Form – Colour Studies
4. Layout Design – Poster
5. Layout Design – Multiple Folds Print