

## COURSE CONTENT

<b>Course Code</b>	DV2005
<b>Course Title</b>	Visual Communication II
<b>Pre-requisites</b>	DV2001
<b>No of AUs</b>	3
<b>Contact Hours</b>	39 hours studio contact

### **Course Aims**

This Intermediate level course builds on the graphic design fundamentals learned in Visual Communication I to further your ability to develop appropriate and effective communication design solutions for a specific audience and context. The course will introduce you to various design processes and end-user research methods that will enable you to discover, define and develop suitable and engaging design solutions for a specific audience and context using various formats. The course will foster your critical and analytical skills by engaging you to evaluate and discuss the suitability of media choices, design treatment and execution. This learning provides you with knowledge and skills for more complex communication design problems in the advanced level of visual communication studies.

### **Intended Learning Outcomes (ILO)**

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

1. Describe the benefits and limitations of the various visual design processes and user-research methods.
2. Choose appropriate design processes and user research methods that help support the development of your design.
3. Summarise your research information and findings through a visual graphic format.
4. Develop appropriate and engaging communication design solutions for a specific audience and context.
5. Evaluate the suitability of media choices, design treatment and execution at conveying the intended message to a specific audience and context.

### **Course Content**

#### **Content**

##### **1. The Design Process**

Design processes introduces to students various design development processes to serve as frameworks to guide and enable them to discover, define, and develop their design solutions. Student will learn about the different approaches, techniques and considerations at key points in the design process.

##### **2. Design Research Techniques**

Various user-research techniques such as role-playing, focus group, visual methods will be introduced to enable them to gain insight to the opinions, experience, preference and tastes of a

specific audience. Alongside a series of seminars, this section will also include in-class activities on the various techniques.

### **3. Visualising Data**

Visualising data introduces students to various forms of data visualisation and discusses the characteristics, benefits and key considerations when treating information visually.

### **4. Design Contexts**

Design Contexts will present contemporary issues and design case studies to engage and lead students in their exploration on consider how a designer can respond to contemporary societal issues and the approaches and creative strategies undertaken to convey the intended message to a specific audience.

### **Class assignments**

Three Creative Projects.

#### **1. Visualising Data**

Students to summarise and present their research information and findings through a visual graphic format.

#### **2. Design Context 1**

Explore and develop appropriate and effective communication design solution using a suitable choice of media for a specific audience as a respond to a particular contemporary societal issue. Design solution may take form as a design enterprise, a service, a campaign or a product involving any of the format:

- Prints e.g. Brochures, posters, publications.
- Prototypes e.g. Packaging, objects
- Time-Based Design E.g. Motion Graphics, Video
- Digital Media Design E.g. Web content, Mobile application
- Spatial/ Experiential Design

#### **3. Design Context 2**

Explore and develop appropriate and effective communication design solution using a suitable choice of media for a specific audience as a respond to a particular contemporary societal issue. The choice of media chosen here should be different from Design Context 1 but offer a good sense of integration, where the media complements or synergises each other. Format:

- Prints e.g. Brochures, posters, publications.
- Prototypes e.g. Packaging, objects
- Time-Based Design E.g. Motion Graphics, Video
- Digital Media Design E.g. Web content, Mobile application
- Spatial/ Experiential Design