COURSE CONTENT

Course Code	DV3010
Course Title	Visual Communication III
Pre-requisites	DV2005
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this advanced level course, you will refine your insights and abilities as you extend your techniques, processes and applications of contemporary visual communication design. This course concentrates in designing effective communication systems for contexts such as advertising, branding, wayfinding, information visualisation, editorial and exhibition design. This course will help you develop and implement innovative and effective communication strategies to provide unique customer experiences.

Intended Learning Outcomes (ILO)

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

1. Employ strategies of research and design thinking to develop clearly targeted visual concepts.

2. Translate strategic concepts into visual solutions that enhance communication goals.

3. Integrate complex content into a comprehensive flexible system which is adaptable across media while maintaining integrity and engagement.

4. Present, discuss and evaluate complex visual design systems demonstrating continuity across media formats.

5. Contribution to critiques and discussions of the suitability and effectiveness of your own work and the work of your peers across a range of media formats.

Course Content

With the visual and conceptual ability gained in Visual Communication I and II, you will expand on this learning by developing a series of projects that revolve around one topic. Challenges include managing complex content and designing a clear, flexible system that is adaptable across media and applications, creating a comprehensive gestalt that has integrity and interest. Comprehensive learning of how the theoretical and sociological impact of today's media & design has on the culture and the individual will be emphasized.

This course explores how a graphic designer conceives, plans, and executes a systematized design strategy which communicates a direct message through a specific audience. Students learn to apply their message through to a range of media, potentially including: print, electronic media, books, magazines, newspaper, advertisements, corporate identity, packaging, posters, CDs, multimedia, web, billboards, television and film graphics, environmental and transportation signage, maps, charts, and performance.