

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTTPC.

**Academic School/Department:** Communications, Arts and Social Sciences

**Programme:** Art, Design and Media

**FHEQ Level:** 6

**Course Title:** Communication Design: Image

**Course Code:** ADM 6440

**Course Leader:** Dennis de Caires

**Student Engagement Hours:** 120

Demonstrations and Practice 7

Lectures 7

Tutorials and/or Group Critiques 28

Study Visits 3

---

45

Independent / Guided learning: 75

**Semester:** Spring

**Credits:** 12 UK CATS credits

6 ECTS credits

3 US credits

### **Course Description:**

This course focuses on the study and application of image within the practice of communication design. Typical works include identity and logo design, pictograms/signage and poster design. The course has an important theoretical component which includes semiotics, visual culture and theory of image design.

**Prerequisites:** ADM 5210

### **Aims and Objectives:**

The course adopts a practical and theoretical approach to contemporary graphic design, involving the production of work based upon design briefs. The course will also introduce students to image theory and visual culture, enabling them to question, frame and contextualize their work. By exploring the impact of popular culture, economy and technology on communication design, students will be able to understand the relationship between cultural production and graphic design.

**Programme Outcomes :**

A7, A8, B6, C1, C8, C10, D3, D6

A detailed list of the programme outcomes are found in the Programme Specification. This is located at: <http://myrichmond.richmond.ac.uk/departments/artsandsciences>

**Learning Outcomes:**

- Demonstrate a systematic understanding of the practical and conceptual processes involved in communication design.
- Identify new creative approaches to the design of established forms of graphic communication
- Analyse graphic design and image from a cultural perspective and evaluate its importance, meaning and effectiveness.
- Reference graphic designers and studios, communication design processes, techniques, terminologies and current trends.

**Indicative Content:**

- Image and Communication Design
- Signage, Communication Systems & wayfinding
- Identity design + History of Iconography
- History of poster design and the relation to visual culture.
- Dvd cover + dvd disc design
- Presentation of Specific Designer & Work

**Assessment:**

This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media approved by Academic Council on 28 June 2012.

**Teaching Methodology:**

The course is structured around a number of practical design projects, student presentations and critiques.. Group and one-to-one tuition will supplement classroom lectures, presentations and demonstrations.

**Bibliography:**

*IndicativeText(s):*

[Visual Storytelling: Inspiring a New Visual Language](#) by Robert Klanten, S. Ehmann and Franz Schulze (15 Sep 2011)

*Journals*

*Web Sites*

