

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	CASS
Programme:	BA Communications: Media Production
FHEQ Level:	5
Course Title:	Creating Digital Images
Course Code:	COM 5230
Course Leader:	Sam Brooker
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	15
Seminar / Tutorials:	30
Independent / Guided Learning:	75
Semester:	Fall, Spring, Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

How do we convey meaning 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 like colour, layout and composition. Training in Photoshop and Illustrator is provided, allowing students to produce images to a brief. No prior design or software experience is required.

Prerequisites: None

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 an authentic professional scenario.

Programme Outcomes: A5(i), A5(iii), B5(i), C5(iii). D5(i), D5(iii)

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

This is located at the archive maintained by the Academic Registry and found at: <http://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

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

- Demonstrate a process for the generation of creative ideas
- Show detailed knowledge of well-established design concepts and terminology
- Demonstrate detailed familiarity with techniques and skills associated with digital design
- Collect, research and synthesise information in order to design and create a range of art works using layout, graphics and photo-based images

Indicative Content:

- Elements of design (manual and digital practice)
- Use of Adobe Photoshop and Illustrator
- Assembling page 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
- Gestalt principles
- Photomontage
- Typography
- Semiotics

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for ADM approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at: <http://www.richmond.ac.uk/admitted-students/>

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 art studio methods.

- Critique sessions, both peer- and tutor-led
- Group and one-to-one tuition to supplement the above.

Bibliography:

Students are encouraged to read periodicals such as *Eye*, *Back-Cover*, *Grafic*, *Baseline*, *Elephant*, *Varoom*, *Pocko*, *Nobrow*, *McSweeney's* and *Creative Review*.

See syllabus for complete reading list

Indicative Text(s):

- Ambrose, Gavin, 2005, *The Layout Book*, AVA Publishing SA.
- Berger, John, 1977, *Ways of Seeing*, Penguin Group.
- Baldwin, Jonathan; Roberts, Lucienne, 2006. *Visual Communication: From Theory to Practice*, AVA Publishing
- Crow, David, 2003, *Visible Signs: An Introduction to Semiotics in the Visual Arts*, AVA Publishing SA.
- Leborg, Christian, 2006, *Visual Grammar*, Princeton Architecture Press.

Journals

Eye, Cover, Grafik, Adbuster, Dot, dotd, dot, Émigré, Baseline

Web Sites

- Planet Photoshop
- Adobe School
- Tutorialized

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Title change		
Course Description updated		
Aims and Objectives updated		
Programme outcomes mapped onto Com		
Learning outcomes modified		
Indicative Content updated		
Teaching Methodology updated		
Bibliography updated		