COURSE CONTENT

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

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Assigned Exercises	1,2,3,4	--	15	Individual
Graphic Form Project	1,2,3,4	--	15	Individual
Poster Design Project	1,2,3,4	--	25	Individual
Multiple Fold Print Project	1,2,3,4	--	25	Individual

Continuous Assessment: Participation	4,5	--	20	Individual
Total			100%	

Reading and References

1. Ambrose, Aono-Billson. *Basic of Graphic Design Approach and Language*. Switzerland, AVA Publishing, 2011.
2. Ambrose, Harris. *Basics Design 01: Format*. Switzerland, AVA Publishing, 2005.
3. Ambrose, Harris. *Basics Design 02: Layout*. Switzerland, AVA Publishing, 2005.
4. Ambrose, Harris. *Basics Design 04: Image*. Switzerland, AVA Publishing, 2005.
5. Ambrose, Harris. *Basics Design 05: Colour*. Switzerland, AVA Publishing, 2005.
6. Evans. *Forms, Folds, and Sizes: All the Details Graphic Designers Need to Know but Can Never Find.* Rockport Publishers, 2004.
7. Fishel. *Mastering materials, binding and finishes: The art of creative production*. Rockport Publishers, 2007.
8. Gonnella, Navetta. *Comp It up: A studio skills foundation*. USA, Cengage Learning, 2010.
9. Wigna, Mark. *Basics Illustrations 03: Text and Image*. Switzerland, AVA Publishing, 2008.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core

of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	• **What is Visual Communication** Introduction to the practice of visual communication in contemporary society, investigating its roles, functions and impact. Students will learn about the importance of the practice in relationship to society.	1, 2, 3, 4,5	**Introductory Lecture** Overview of course and introduction to visual communication. **Assigned Project Graphic Form:** Create a series of graphic forms to convey an idea using techniques of representation. **Assigned Exercise:** Design and Form – Preliminary Reseach and Visual Storming
2-4	• **Elements of Design: Form & Image** Introduction on the techniques of presentation through the study of semiotics and its relationship to visual communication. • **Elements of Design: Colour** Through analysis of a variety of examples of colour use to convey an idea, meaning and messaged, students will learn about the role of colour in the practice of visual communication.	1, 2, 3, 4,5	**Lectures on** various techniques of representation, semiotics and the importance of colour. **In-class discussion and activity:** Communicating visually using techniques of representation, signs, symbols and colour. **Assigned Exercise:** Week 2: Design and Form – Ideation Sketches Week 3: Design and Form – Colour Studies

			Continuous review Continuous assessment and feedback throughout production.
5-8	• **Design Fundamentals: Layout (Single page)** Through analysis of a variety of examples from design outcomes, students 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.	1, 2, 3, 4,5	**Lectures on** design fundamentals of layout on a single page. **In-class discussion and activity:** Re-create a poster using appropriate grid to establish good visual hierarchy, interest and flow between text and images. **Assigned Exercise:** Layout Design - Poster **Assigned Project Poster Design:** Create an A2 graphic driven poster design to communicate a single idea within a single page. **Student Presentations:** Week 5: Project Graphic Form presentation. Week 8: Project Poster Design presentation. **Continuous review** Continuous assessment and feedback throughout production.
9-13	• **Design Fundamentals: Layout (Multiple folds on a single page)** Through analysis of a variety of examples from design outcomes, students will learn techniques of composition and layout to present visual and textual elements in an effective manner on multiple folds on a single page. Basic introduction of packaging and experimental fold designs will be introduced.	1, 2, 3, 4,5	**Assigned Exercise:** Layout Design – Multiple Folds on a single page **Assigned Project Multiple Folds on a single page print:** Create a multiple fold print within A3 to communicate a single idea applying visual interest, visual hierarchy and visual flow. **Student Presentations:** Week 13: Project Multiple Folds on single page print presentation.

| | | | **Continuous review** |
| | | | Continuous assessment and feedback throughout production. |