

Module code	ADV402	Level	4
Module title	Digital Skills and Design	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Advertising	Teaching Period	Autumn

1. Module description

As a visual communicator, your ability to capture and describe, persuade, and engage is at the core of your practice. Your ability to marry skills, creativity and vision is your personal signature, and your calling card.

Whether it is composing an image and editing it, creating computer aided designs, or building complex rich-media materials for print and multimedia, this module provides you with a digital toolkit to build upon, utilising industry standard applications and software.

The work you produce on this module will be underpinned by critical reflection on the suitability of your technique to the desired effect on your audience. You will seek innovative solutions and be introduced to software applications that make up the Adobe Creative suite, which are accepted as 'Industry Standard' in the Advertising sector as well as key free or readily available 'prosumer' software.

Built around a series of learning activities, the module is designed to challenge students from all levels of prior experience, introducing different approaches and workflows.

2. Learning outcomes

Upon successful completion of this module, you will be able to:

Professional Development (MLO 03)

Identify opportunities for your learning and development based on your personal style and outlook

Digital Data & Tools (MLO 06)

Use the Adobe CC to generate creative visual output

Discipline Skills (MLO 08)

Use discipline-specific knowledge, and industry-standard techniques for advertising purposes

3. Learning and teaching methods

In seminar sessions, a series of techniques will be presented and discussed, encouraging hands on experience and creative problem-solving. You will apply creativity and technique, to gain practical knowledge and skills and begin to build up your portfolio. This module will include supervised studio sessions where you will have the opportunity to build your skills under supervision with your tutor.

We nurture individuality and experimental approach to support you in beginning to identify and develop your personal style and expression. This is supported by critical feedback from tutors and peers throughout the module.

Learning hours	
Directed learning	72
Workshops/classes	48
Supervised studio	24
Guided/Self-guided learning	128
Total	200

4. Assessment, formative feedback and relative weightings

Assessment: Portfolio

Weight (%):100

You will create and submit an edited portfolio of works demonstrating creativity and application of techniques in response to principles demonstrated in class. Your output will be rich in ideas, experimentations with materials and creative elements.

You will be provided with more detail as to the contents of the portfolio as part of your assessment brief. Typically, a portfolio can contain a combination of visual outputs and written content, but also could contain moving image, graphic design, models and artefacts.

Each summative assessment will be preceded by an opportunity for formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module			
Assessment tasks	MLO3	MLO6	MLO8
Portfolio	X	X	X

5. Indicative resources

Cransie, P. (2011) *The Story of Graphic Design*. The British Library Publishing Division

FLETCHER, A. (2001) *The art of looking sideways*. Phaidon. Available at:
<https://discovery.ebsco.com/linkprocessor/plink?id=6012ddbb-c6cd-32a2-9d53-6c228f840a01>

MCCANDLESS, D. (2012) *Information is beautiful*. Collins. Available at:
<https://discovery.ebsco.com/linkprocessor/plink?id=213ba40b-c305-35b1-9f54-f91b1d5e7ef4>

POYNOR, R. (1998) *Design without boundaries : visual communication in transition*. Booth-Clibborn. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=e5d6edaf-33b2-3180-ad53-ae883bc447c0>

Suggested Journals, Publications, Databases and other readings will be made available via Blackboard.