Module code	SEL511	Level	5
Module title	Digital Design with Adobe Creative Suite	Credit value	10
Common/Core/ Elective	Elective	ECTS Credits	5
		Notional learning hours	100
Courses on which the module is taught	All	Teaching Period	Autumn /Spring

1. Module description

This module explores the use of digital design and desktop publishing, using Adobe's industry standard suite of Creative Cloud applications. From editing and synthesising photographic imagery in Adobe Photoshop or creating computer-aided designs in Adobe Illustrator, to creating complex rich-media materials for print and multimedia in Adobe InDesign, this module will teach hands-on skills, encourage critical design thinking, and help you understand the use of media in a digital world. You will also explore intellectual property rights, fair usage, team-working and entrepreneurship – areas that are also fundamental to digital creativity.

2. Learning outcomes

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

Innovation (MLO 02)
Analyse and develop digital design concepts, combining curiosity and creativity

Communication (MLO 05)
Communicate visually and effectively in various professional settings within unfamiliar Art & Design context

Digital Data and Tools (MLO 06)
Use Adobe Creative Suite and related tools appropriately and creatively within unfamiliar Art & Design context

3. Learning and teaching methods

This module employs class workshops, micro-lectures, guided learning journals, formative assessment and independent learning.
Teaching approaches will focus on mini-workshops demonstrations which will demonstrate tools and link these to a visual principle. This will be followed by exercises allowing students to extend the application of tools and techniques to fulfil their own style and vision. You will reflect on your progress through self and peer evaluation.

Learning hours	
Directed learning	**36**
Workshops/classes/tutorials	36
Guided/Self-guided learning	**64**
Total	100

4. Assessment, formative feedback and relative weightings

Assessment: Portfolio
Weight (%):100
Word Count or Equivalent: 3000 words

Based on your answer to mini-briefs presented in class, you will create and submit an edited portfolio of works demonstrating creativity and application of techniques.
The portfolio will be produced professionally and to an appropriate standard building on insights developed over your course of studies.

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

Mapping of assessment tasks for the module						
Assessment tasks	**MLO2**	**MLO5**	**MLO6**			
Portfolio	x	x	x			

5. Indicative resources

Fletcher, Alan *The Art of Looking Sideways* (2001) Phaidon.
Cramsie, Patrick *The Story of Graphic Design* (2011) The British Library Publishing Division
McCandless, David *Information is Beautiful* (2010) Collins.
Poyner, Rick *Design Without Boundaries* (2002) Booth-Clibborn Editions

Magazines & Publications:
Creative Review, https://www.creativereview.co.uk
Eye Magazine, https://www.eyemagazine.com
iCreate, https://www.uniquemagazines.co.uk/iCreate-magazine-subscription-p351224
Communication Arts, https://www.commarts.com