

Digital Visual Design

Semester 1 | Level 4

Lecture 1

Subhan Ali



1

What's your name?

2

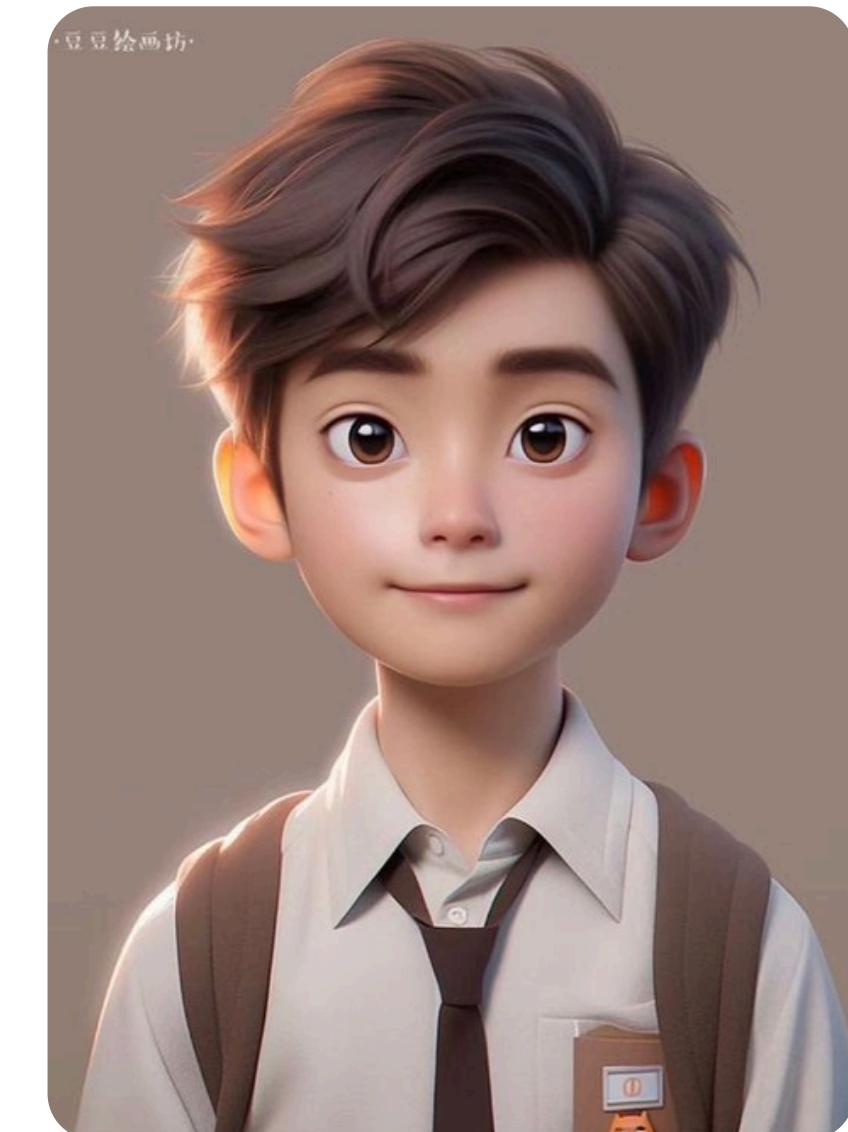
Where are you from?

3

What are your interests?

4

What is your career aspiration?



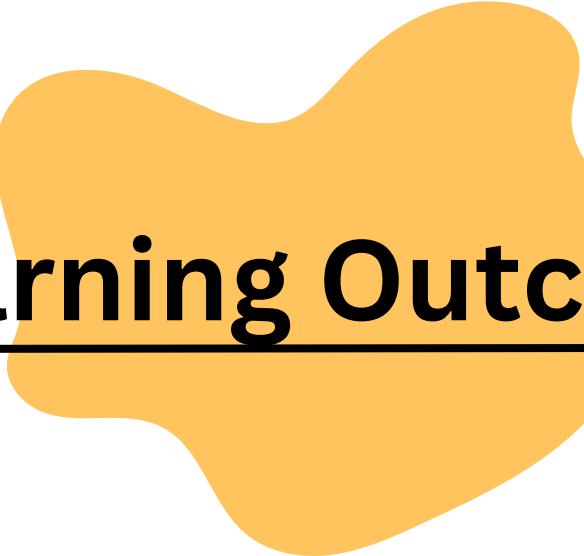
Agenda

- 1 Module Introduction
- 2 Learning Outcomes
- 3 Assessments
- 4 Vision, Vision Culture & Design

Module Introduction

Introduction & training in **Visual Design** to develop an appreciation and understanding of what makes a complete digital product, which is both “how it works”, plus “how it looks”.

We'll learn how to recognize and apply fundamental design principles in creative digital works, through a range of engaging design activities & developments of artifacts.



Learning Outcomes

- Introduction to basic visual design vocabulary.
- Working knowledge of design elements & design principles, and how to use them.
- An introduction to typographic & color theories.
- An introduction to layout & composition.
- An understanding of the creative process.
- The ability to evaluate design decisions.
- The ability to critique, analyse and develop professional quality design.
- The ability to develop a healthy design practice.



Assessment 1 Visual Design

Portfolio 100%

A professionally compiled and presented collection of all the design artworks developed over the course of module.



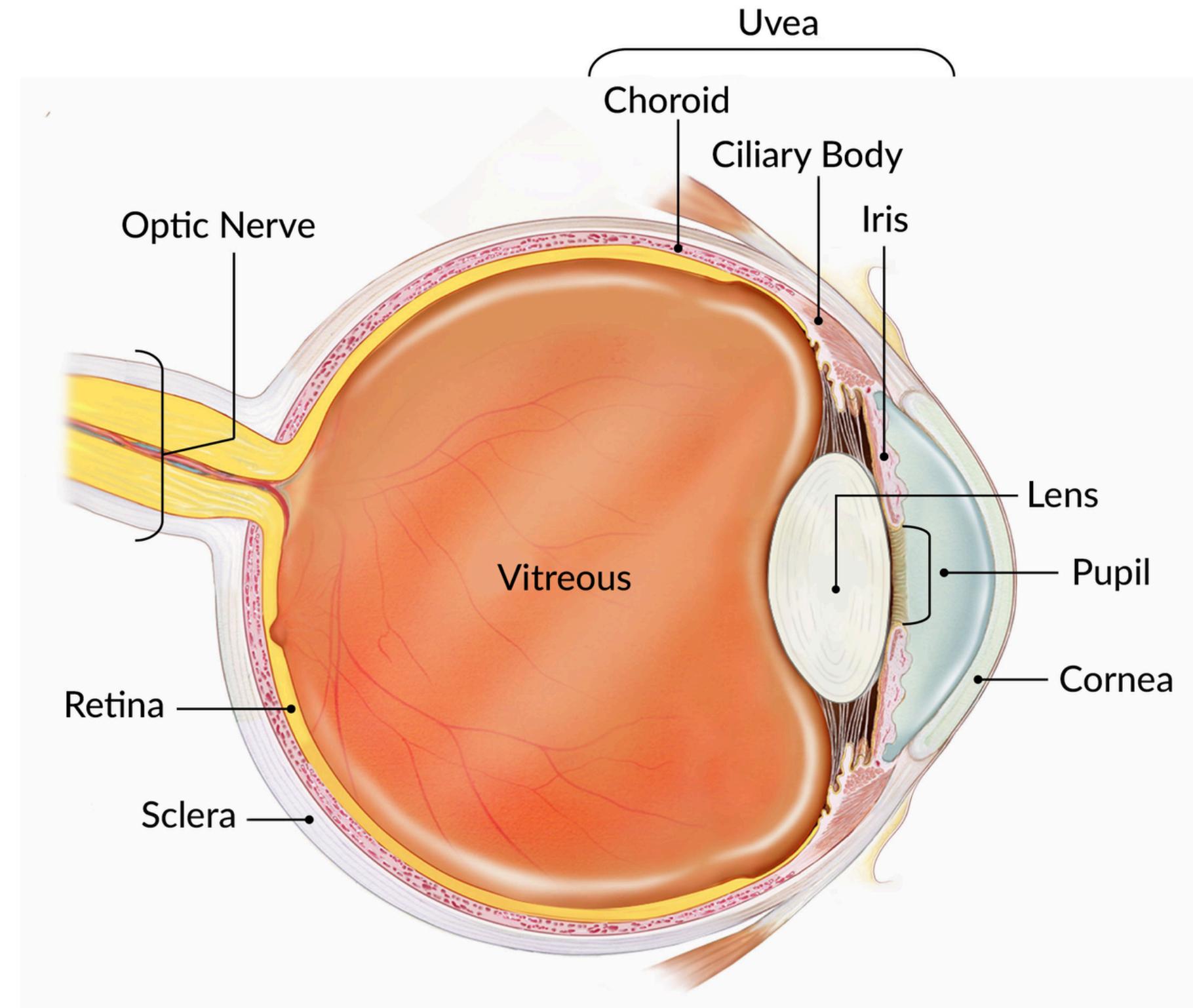
Interaction Design Foundation

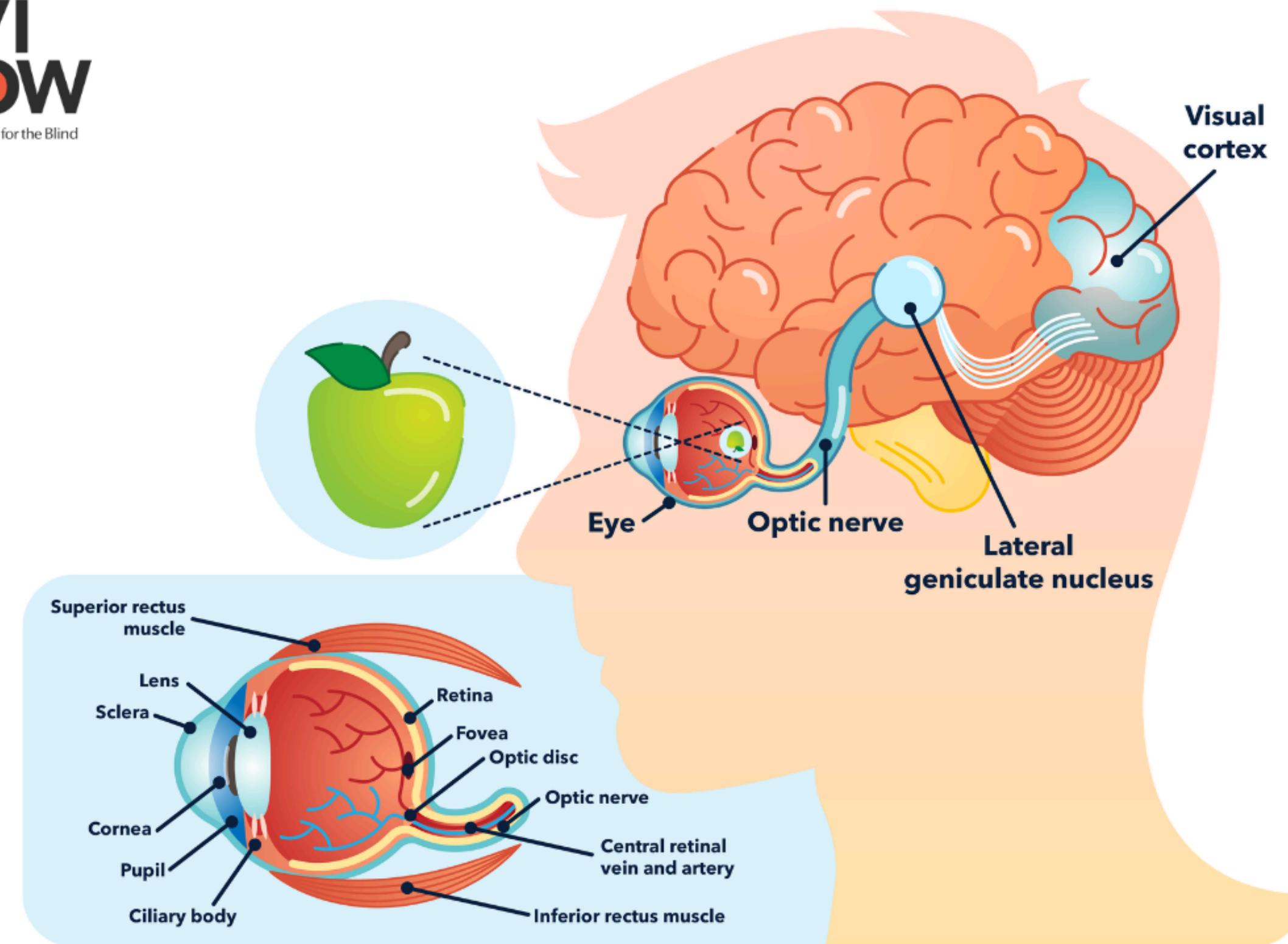
As designers it is our job to support users not only by providing them with the information necessary for their **tasks, aims and objectives, but to arrange this information in a way that promotes automatic perception**. In addition, you must present information in a way that enables the user to focus on what they are trying to achieve, without having to devote significant amounts of time translating their intentions according to the constraints of the product, device or system they are interacting with.



Vision

The study of how humans perceive and process visual stimuli.





Visual Culture

Visual culture refers to the aspect of culture expressed in visual images, artworks, media, and the various ways that people interact with, interpret, and give meaning to visual objects and environments.

Japanese Cherry Blossom Festivals



Indian Diwali Celebrations





**Share your cultural
experience**

Visual Design

A discipline that combines aesthetics and functionality to communicate ideas through imagery, typography, and layout.



Learning transforms obstacles into opportunities. Keep growing
and let your curiosity lead the way.

Nelson Mandela

Thank you