UNIT SPECIFICATION

Visual Design

Visual Design

Unit Summary

Today, every digital artefact—from a straightforward PowerPoint presentation to a Smartphone App—is a collection of screens that have each been individually created and assembled using thousands of tiny "visual design decisions" regarding shapes, colours, fonts, placement, hierarchy, and other factors. Users today demand that all digital artefacts be simple to comprehend and utilize, as well as attractive to look at and use. In order to improve the usability, effectiveness, emotional satisfaction, and overall user experience, the Digital Visual Design module introduces, instils, and encourages the appreciation, knowledge, skills, and practice in visualizing, designing, and developing highly contemporary, attractive, and professional interfaces or screens across all digital technology & devices.

Learning Outcomes

LO 1

A critical awareness of how visual design affects how people interact with digital technology.

LO 2

Understanding of the fundamental components and tenets of digital visual design.

LO 3

The capacity to apply visual design concepts in creative computer tasks in a suitable, efficient, and professional manner.

LO 3

An aptitude for evaluating usefulness, aesthetic appeal, and user satisfaction in instances of digital visual design.

Unit Content

- Understand & appreciation of the visual culture in general, and in digital technology especially
- Acknowledgment and familiarization with research in visual design in digital technology.
- Knowledge & understanding of the core elements & principles of visual design.
- Adequate skills and experience with in the application of these elements & principles in appropriate context.
- Evidence of a fair to good application of visual design, with very useful and attractive digital artefacts.
- Evidence of a range of well-designed artefacts.
- Ability to critically analyse and reflect on the feedback on the usability vs aesthetics of the artefacts.
- Appreciation and ability to iterate on design

Teaching & Delivery

Tuition and guidance should feature flexible approaches to delivering the unit. Formal tuition sessions, whether face to face or online, will identify some of the required, theoretical subject matter. This will help students to work individually, or as part of a group, researching and gathering information about the subject. The

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Module will be taught through weekly tutorials and will include tutor-led and student-centered activities. Reflective learning based on defined experience situations will be used to promote self-development. Students will likely use tutor- and self-directed study and reflect on their experience and expertise. Up-to-date information and materials are available from many sources such as businesses, the World Wide Web, television and radio broadcasts, broadsheet newspapers and advisory services.

Assessment	The following assessment strategies may be adopted to achieve the learning outcomes

Portfolio	**100%**	A portfolio of all the artworks and activities undertaken over the module.

Learning Resources	The recommended sources listed below should be familiar to each tutor and assessor who is delivering this unit. Learners should be made aware of these sources before delivery of this unit, and be fully conversant with these sources upon completion of this unit.

- Malamed, C. (2015). Visual design solutions: Principles and creative inspiration for learning professionals. John Wiley & Sons.
- McIntire, P. (2007). Visual design for the modern web. New Riders.
- Mullet, K., & Sano, D. (1996). Designing visual interfaces. ACM Sigchi Bulletin, 28(2), 82-83.
- https://www.interaction-design.org/literature/topics/visual-design
- https://uxdesign.cc/what-is-visual-design-2ac385f9b279
- https://xd.adobe.com/ideas/principles/web-design/role-visual-design-user-experience/
- https://www.uxbooth.com/articles/the-psychology-of-color-and-emotional-design/
- https://www.awwwards.com/
- https://www.siteinspire.com/
- https://www.awwwards.com/
- https://bestwebsite.gallery/sites
- https://www.siteinspire.com/