# MODULE DESCRIPTOR

## INFORMATION AND COMMUNICATION TECHNOLOGY – NVQ LEVEL 5

| | |
|---|---|
| **Module Title** | **Graphic design** |
| **Module Code** | **K72C001M03** |
| **Module Type** | Compulsory |
| **Related Unit/s** | K72T001U03, K72T001U04, K72T001U05, K72T001U06 (All graphics units) |
| **Pre-Requisites** | Basics of computer systems & applications, ICT NVQ L4<br>Equivalent Competency in Graphic Design NVQ L4 |
| **Module Aim(s)** | To enable the students to:<br>• Design & Manage a Graphic product effectively |
| **Learning Outcomes** | The student will be able to:<br>• Explain Graphics applications<br>• Describe the hardware dependency and requirements for graphic software<br>• How different platforms(Apple, Windows ) effects graphic quality<br>• Differentiate Raster & vector graphics<br>• Select suitable layout<br>• Apply correct Drawing tools<br>• Select suitable color types (RGB and CMYK)<br>• Design the suitable art work<br>• Edit an image using correct editing tools<br>• Use the correct file formats<br>• Select the suitable printing material<br>• Print  the design using suitable method<br>• Able to manage graphic project<br>• Able to prepare cost estimate<br>• Observe ethics & norms in graphic industry |
| **Learning Content / Topics** | Introduction to graphics<br>• Raster graphics<br>• Vector graphics<br>• Designing concepts<br>• Designing layouts<br>  - Measurement<br>  - Page design<br>  - Background<br>• Drawing Tools<br>• Color Types<br>• Image Editing<br>  - Applying colour<br>  - Typography<br>  - Photo editing<br>• Image Types & File formats<br>• Import and Export functions in graphic applications<br>• Printing Technology<br>  - Paper selection & other printing materials<br>  - Color separation methods<br>  - Printing Methods<br>• Graphic Industry and business<br>  - Publication<br>  - Designing<br>  - Multimedia graphics<br>  - Motion picture graphics |

| | |
|---|---|
| | • Copyrights, Ethics and Plagiarism<br>• Preparation of Estimates and Budgets<br>• Planning Project Proposal<br>• Managing Graphic Projects |
| **Resources:**<br>**Equipment, Tools &**<br>**Materials** | • Graphics Software eg. Adobe graphics collection package<br>• Macintosh or IBM compatible PCs which can run graphics software efficiently.<br>• Color printers, scanners<br>• Colour separation machine (industry)<br>• Printing material – Papers, ink etc.<br>• Digital printers, offset printers (Industry)<br>• Plate maker, Paper cutter etc. (Industry)<br>• MS Office / Open Office software package |
| **Prescribed Texts**<br>**and/or References** | Fundamentals Of Computer Graphics And Multimedia (Paperback) by <u>Mukherjee</u> <u>Sanchayan</u><br><br>Internet resources |
| **Teaching/ Learning**<br>**Activities** | • Lectures assisted with multimedia to deliver theory content<br>• Demonstration<br>• Visit to graphic industry and prepare report (assignment)<br>• Guest lectures<br>• Practical (Individual) & Presentation<br>• Project (Individual) |

| **Assessment and**<br>**Weighting** | **Type** | **Topic / Activity** | **Weighting** |
|---|---|---|---|
| | Written paper | Raster graphics, Vector graphics, Image Types & File formats | **30%** |
| | Practical test | Design and develop graphic design to market a product or event. | **30%** |
| | Industry Report Assignment presentation (Individual project) | Select organization and prepare project proposal<br>• Select technology<br>• Planning project proposal<br>• Copy right issues<br>• Printing methods etc. | **40%** |

| **Duration** | 450 hours (Lecture hours 120) |
|---|---|