

2024 / 25

School of Science and Computing

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TU**

Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

Module Descriptor

Graphic Design 1 (Computing and Mathematics)

Graphic Design 1 (A13564)

Short Title: Graphic Design 1
Department: Computing and Mathematics
Credits: 5

Level: Introductory

Description of Module / Aims

This module introduces the student to the core elements of Graphic Design, focusing extensively on developing creativity skills through practical work. Drawing skills are developed for the purpose of communicating ideas on paper. An understanding of composition and space is explored for effective visual communication skills. A knowledge of typography and layout structure is developed and applied. The student will gain an understanding of logo design.

Programmes

stage/semester/status		
COMP-0584	BSc (Hons) in Creative Computing (WD_KCRCO_B)	1 / 1 / M
COMP-0584	BSc in Multimedia Applications Development (WD_KMULA_D)	1 / 1 / M

Indicative Content

- Drawing and Illustration Skills for Communication
- Composition: Shape, Space, Communication
- Typography: Classifications, Anatomy, Kerning, Communication
- Layout: Grids, Collage, Communication
- Logo design: Principles, Positive and Negative Space, Logo Generation - Personality Profiling, Paper Design

Learning Outcomes

On successful completion of this module, a student will be able to:

1. Demonstrate drawing and illustration skills.
2. Demonstrate the anatomy of type and its structure.
3. Apply 2D shapes to illustrate composition.
4. Demonstrate layout structure and design.
5. Demonstrate the evolution of logo design to create a logo on paper.

Learning and Teaching Methods

- Classes should be delivered in two two-hour blocks.
- This module will be delivered using two hours of computer-based lectures, along with two hours of computer-based practicals each week.

Learning Modes

Learning Type	F/T Hours	P/T Hours
Practical	48	
Independent Learning	87	

Assessment Methods

	Weighting	Outcomes Assessed
Continuous Assessment	100%	
Portfolio	100%	1,2,3,4,5

Assessment Criteria

<40%: Unable to interpret and demonstrate key concepts of graphic design.

40%–49%: Be able to interpret and demonstrate key concepts in graphic design.

50%–59%: Ability to interpret key concepts of graphic design and ability to discover and integrate related knowledge in other knowledge domains.

60%–69%: Be able to solve problems using graphic design skills by experimenting with the appropriate skills.

70%–100%: All the above to an excellent level. Be able to analyse and design solutions to a high standard for a range of both complex and unforeseen problems through the use and modification of appropriate skills.

Supplementary Material(s)

- Bergstrom, B. *Essentials of Visual Communication*. 1st ed. London: Laurence King, 2008.
- Felici, J. *The Complete Manual of Typography*. 2nd ed. Berkeley: Adobe, 2011.
- Marshall, L. and L. Meachem. *How to Use Type*. 1st ed. London: Laurence King, 2013.

Requested Resources

- Lecture Room: Loose Seated
- Computer Lab: Multimedia Lab