

2024 / 25

School of Science and Computing

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TU**

Ollscoil
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an Oirdheiscirt

South East
Technological
University

Module Descriptor

Graphic Design 2 (Computing and Mathematics)

Graphic Design 2 (A13228)

Short Title: Graphic Design 2
Department: Computing and Mathematics
Credits: 5

Level: Introductory

Description of Module / Aims

This module aims to introduce the student to the theories and design elements involved in the creation of content. The student develops an understanding of the colour and its' meaning, art movements, art mediums and concept generation for advertisements. The student will have a number of practical labs to gain understanding and experience in an art medium.

Programmes

stage/semester/status		
COMP-0593	BSc (Hons) in Creative Computing (WD_KCRCO_B)	2 / 3 / M
COMP-0593	BSc in Multimedia Applications Development (WD_KMULA_D)	2 / 3 / M

Indicative Content

- Concept design:idea generation through the use of creative filters e.g. Expected Unexpected Bizarre (E.U.B);Visual Dynamic; Advertising and other media outlets
- Colour: colour theory; colour wheel; colour models; light; meaning of colour; colour psychology; mood boards
- Art movements:Impressionism;cubism;modernism etc
- Art mediums: watercolour;oil; acrylic
- Composition: Visual harmony and disharmony

Learning Outcomes

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

1. Complete a concept design for advertising.
2. Discuss art movements and use an art medium.
3. Apply the techniques used in an art medium.
4. Recognise and apply the fundamental concepts of colour.

Learning and Teaching Methods

- This module will be delivered using one hour of a computer-based lecture, along with three hours of computer-based practicals each week.
- The practical block of three hours is required so that students can be re-introduced to the theory and then implement it the practical side of it.

Learning Modes

Learning Type	F/T Hours	P/T Hours
Lecture	12	
Practical	36	
Independent Learning	87	

Assessment Methods

	Weighting	Outcomes Assessed
Final Written Examination	50%	1,2,4
Continuous Assessment	50%	
Assignment	20%	1
Portfolio	30%	2,3,4

Assessment Criteria

- <40%:** Unable to interpret and describe key concepts and theories of graphic design in relation to concept creation for advertisement, art movements and mediums and colour.
- 40%–49%:** Be able to interpret and describe key concepts involved in graphic design in relation to concept creation for advertisement, art movements and mediums and colour.
- 50%–59%:** Ability to discuss key concepts of graphic design and ability to discover and integrate related knowledge from other knowledge domains.
- 60%–69%:** Be able to create quality assets within the graphic design sphere by experimenting with the appropriate skills and tools.
- 70%–100%:** All the above to an excellent level. Be able to analyse, interpret and use creative tools to come up with a high quality asset.

Supplementary Material(s)

- Gombrich, E.H. *The Story of Art*. 16th ed. NY: Phaidon Press, 2007.
- Hockney, D. *Secret Knowledge (New and Expanded Edition): Rediscovering the Lost Techniques of the Old Masters*. Expanded ed. NY: Avery, 2006.

Requested Resources

- Lecture Room: Loose Seated
- Equipment: Blackboard