

2024 / 25

School of Science and Computing

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🌐 [www.wit.ie/schools/science\\_computing](http://www.wit.ie/schools/science_computing)



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University

## Module Descriptor

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### Advanced Graphic Design (Computing and Mathematics)

# Advanced Graphic Design (A14034)

**Short Title:** Advanced Graphic Design  
**Department:** Computing and Mathematics  
**Credits:** 5

**Level:** Advanced

## Description of Module / Aims

This module formulates an appreciation of graphic design through the study of historical influences, styles and culture. The student gains an in-depth knowledge of graphic and visual interpretation to develop a fluency in visual and textual problem solving to the provision of solutions for multiple mediums.

## Programmes

stage/semester/status		
COMP-0635	BSc (Hons) in Creative Computing (WD_KCRCO_B)	4 / 8 / E
COMP-0635	BSc (Hons) in Multimedia Applications Development (WD_KMULM_B)	4 / 2 / E

## Indicative Content

- History of Graphic Design: studies of influences and cultures
- Visual Styles & Approaches
- Graphic Information Design: The Image and Its Role in Design, Infographics
- Expressive Typography
- Advanced Colour Theory
- Graphic Design Processes

## Learning Outcomes

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

1. Evaluate historical influences, styles and cultures in graphic design.
2. Arrange and design an infographic campaign.
3. Design text as art and apply expressive typography.
4. Design and create a graphic design project from problem to solution.

## Learning and Teaching Methods

- This module will be delivered using 2 hours of computer-based lectures, along with 2 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

## Assessment Criteria

<40%: Unable to interpret and describe key concepts in advanced graphic design.

40%–49%: Be able to interpret and describe key concepts of the advanced graphic design.

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

60%–69%: Be able to solve problems within advanced graphic design by experimenting with the appropriate skills and tools.

70%–100%: All of the above to an excellent level.

## Supplementary Material(s)

- Eskilson, S.J. *Graphic Design A History*. 2nd ed. London: Laurence King, 2012.
- Heller, S. and V. Vienne. *100 Ideas That Changed Graphic Design*. 1st ed. London: Laurence King, 2012.
- Skolos, N. and T. Wedell. *Graphic Design Process*. 1st ed. London: Laurence King, 2012.
- Taylor, F. *How to Create a Portfolio and Get Hired*. 1st ed. London: Laurence King, 2012.

## Requested Resources

- Computer Lab: Multimedia Lab