

Module Design Studies



DESG H1004: Design Studies Extra Header Data

Short Title:	Design Studies APPROVED
Full Title:	Design Studies

Module Code:	DESG H1004	NFQ Level:	6	ECTS Credits:	5
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Reviewed By:	DAVID IRWIN
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Description:	<p>This module is designed to introduce students to the fundamentals of Graphic Design, and Typography. To explore major developments and design trends in the visual arts in the 19th and early 20th centuries. The aim is to enable students to evaluate the role design plays in the communications industry. It will also establish an appreciation of the role of the designer in all creative and production areas with an appreciation of the need for effective design in visual communications. The aim is to foster an awareness of contemporary visual communication design and an ability to critically analyse printed design work. To demonstrate the importance of effectively planning and executing projects from design briefing to delivery of product, ensuring client requirements are met and to prepare students to adequately research the target market of the design brief. The module is designed to familiarize students with PC applications, Microsoft Word, Microsoft PowerPoint, and Adobe Illustrator.</p>
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Learning Outcomes:
<i>On successful completion of this module the learner will be able to</i>
<ol style="list-style-type: none">1. Understand the basic principles of graphic design2. Evaluate the role design plays in the communications industry3. Appreciate the role of designer in all areas, and the need for effective design in visual communications.4. Recognise contemporary visual communication design and critically analyse design work5. Effectively plan and execute projects from design briefing to delivery of product answering client requirements6. Adequately research the target market of the design brief7. Have a competence in using Microsoft Word, Microsoft PowerPoint, and Adobe Illustrator8. Have an appreciation of the importance of major developments and design trends in the visual arts in the 19th and early 20th centuries

Module Content & Assessment

Content (The percentage workload breakdown is indicative and subject to change)

Mixed Media Design

An exploration of drawing and painting techniques through varied media. Exploration and understanding of the art elements through varied media. Thumbnail and storyboard development.

PC Applications

The course provides an introduction to the principles and practices of graphic design that serve as grounding for multimedia. Introduction to Personal Computers – basic computer terminology, Windows XP Interface and Desktop, Basic Windows Skills - file management and Network access. Introduction to the Internet and navigating the World Wide Web. Introduction to Microsoft Word. Organisation of information: layout and page grids. Experimenting with different font types. Introduction to the main features of PowerPoint identifying the skills needed to create effective presentations. Detailed introduction to the tools and capabilities of Adobe Illustrator to produce vector graphics for digital graphic production.

Introduction to Typography

Introduction to the fundamentals of typography - from basic terminology to abstract forms and typographic procedures. The origins of printed type and the printing revolution. Study of letterforms, type classification and typeface selection. History and development of type design (type specifications, readability, legibility, visual hierarchy, aesthetics of letterforms, optical adjustments, design unity). Interpretation and evaluation of type design through the centuries. Investigating the nature of letterforms as type, and as graphic shapes. Using type in creative ways to enhance graphic design projects and/or to express an abstract concept.

Project Planning & Development

Brainstorming methods. Refining the idea. Collection of relevant imagery. Keeping a record of the thought process involved all through the project in hardback notebook form. Recording why certain images would not work, why the idea was refined etc. Skills of objective evaluation about their work, discussing it with class members in an open forum format.

Design Studies (History)

History of visual communications from the origins of written words and the development of written languages through the evolution of the Greek and Roman alphabets. The design legacy handed down to us by the scribes. An overview of major design trends in the 19th century and a review of pivotal artists/designers, and their impact on current graphic design trends -from the Arts and Crafts movement, through the spread of Art Nouveau throughout Europe and the US.

Assessment Breakdown	%
Course Work	100%
End of Semester Formal Examination	0%

Coursework Breakdown				
Type	Description	Outcome addressed	% of total	Assessment Date
Project	No Description		60	n/a
Continuous Assessment	n/a		40	n/a

IT Tallaght reserves the right to alter the nature and timings of assessment

Module Workload & Resources

This course has no full time workload.

Resources

Required Book Resources

Hollis, K. 1997, *Graphic Design: A Concise History*, Thames and Hudson

Recommended Book Resources

Cullen, C.D., Eiseman, L., Lewis, F. 2004, *Breaking Designer's Block: 301 Graphic Solutions (Design)*, Graftix Press Ltd

Hollis, R. 2001, *Graphic Design: A Concise History (World of Art)*, Thames and Hudson

Meggs, Philip B 2006, *A History of Graphic Design*, John Wiley and Son

Heller, S 2000, *Graphic Design Time Line: A Century of Design Milestones*, Allworth Press

Wilde, J 2000, *Visual Literacy: A Conceptual Approach to Graphic Problem Solving*, Watson-Guption Pubns

Tschichold, J 1998, *The New Typography: A Handbook for Modern Designers*, Reprint edition Ed., University of California Press