MODULE **DESCRIPTOR**

MODULE TITLE	GRAPHIC COMMUNICATION		
MODULE CODE	TE2803	CREDIT VALUE	20 CREDITS / 10 ECTS
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

MODULE **AIMS**

This module aims
- To equip students with the skills to apply industry-level graphic techniques for the purpose of visual communication.
- To support students in developing the critical skills necessary to recognise the salient aspects of effective graphic communication.
- To encourage students to build an individual portfolio of computer graphics work showing a consistent and developed personal style.

MODULE **CONTENT**

In this module students will focus on the use of graphics for communication. They will approach the topic by studying and deconstructing exemplars of graphic communication and by identifying and learning specific graphic techniques. These will include 2D and 3D static graphics for print and screen and 2D and 3D animated/motion graphics for screen.

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:	
1.	Identify salient aspects of effective graphic communication, leading practitioners and fundamental methods.
2.	Apply a range of traditional and computer-based tools and techniques to produce effective graphics for the purpose of visual communication.

TEACHING **METHODS**

This module will apply a blended learning approach where students will be taught key concepts and practical methods in a studio environment and directed to online resources to continue and develop their practice and understanding of the current topic at their own pace. Strategies to support this approach will include; the careful selection/curation of online resources, pairing/grouping students for mutual support and the provision of a forum/blog for online mentoring.

Summative assessment will consider the student's coursework portfolio as a single entity, applying marks in-line with the intended learning outcomes and the relevant Principles of Assessment.

ASSESSMENT **METHODS**

This module is assessed through a coursework portfolio.