

MODULE DESCRIPTOR

MODULE TITLE	ON-SCREEN GRAPHICS AND TYPOGRAPHY		
MODULE CODE	GR3XXX (L6)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF ARTS, MEDIA AND COMMUNICATION		

MODULE AIMS

This module aims:

- To introduce students to foundational principles of on-screen graphics and typography in digital and broadcast media.
- To enhance students' analytical skills for evaluating visual communication in on-screen design.
- To engage students in hands-on experience through real-world digital projects.
- To equip students with proficiency in digital design software for producing on-screen graphics and typography

MODULE CONTENT

Indicative syllabus content:

This module provides a comprehensive exploration of on-screen graphics and typography, TV graphics and typography and UI design. Students will investigate the fundamental principles and techniques underpinning these areas, examining their evolution and significance in contemporary media landscapes.

Key topics include screen typography, where students will learn to design and evaluate the clarity, legibility, and visual coherence of text elements across various digital platforms. They will also explore motion graphics, TV graphics and typography, developing skills to produce professional-quality graphic elements tailored for broadcast media productions. With regards to UI design, students will develop user-centered interface designs for digital applications and platforms (such as websites, web apps and mobile apps) and emerging technologies (such as augmented reality) considering principles of UX, usability, accessibility, and visual hierarchy.

Through practical exercises and projects, students will apply their knowledge to design and produce on-screen graphics and typography elements that effectively communicate information and engage audiences in both digital media and TV environments. By the end of the module, students will emerge with a comprehensive understanding of on-screen design principles and practices, equipped with the skills to create compelling and impactful on-screen graphics and typography.

INTENDED LEARNING OUTCOMES

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

- Evaluate the clarity, legibility, and visual coherence of graphic and text elements in various on-screen contexts based on fundamental screen typography and on-screen graphics principles.
- Design visually engaging on-screen graphics and typography elements tailored to specific digital contexts and platforms.
- Produce professional-quality TV graphics and typography elements for various broadcast media productions.
- Develop user-centered UI (User Interface) designs for digital applications, considering principles of UX, usability, accessibility, and visual hierarchy.

TEACHING METHODS

The teaching and learning approach for this module revolve around engaging exercises and project-based activities. Students will navigate these projects with the guidance of introductory briefings, lectures, group seminars, workshops, demonstrations and tutorials.

For this module, students will participate in a variety of learning and teaching activities designed to provide a comprehensive understanding of on-screen and TV graphics and typography design principles and their applications:

Lectures: These sessions will cover the theoretical foundations of on-screen and TV graphics and typography.

Practical Workshops: Supported lab sessions will allow students to engage in hands-on experimentation with on-screen and TV graphics and typography production. Structured discussions will provide opportunities for peer feedback and collaborative learning.

Formative Assessment Tasks: Throughout the module, students will work on formative assessment tasks designed to reinforce their understanding of fundamental concepts and techniques.

Feedback is integral throughout the module, provided via studio-based activities, group discussions, and one-to-one feedback sessions. Each project includes interim tutorial discussions and final critique sessions, where verbal feedback allows students to refine their work before the final assessment.

Additionally, students receive Summative Feedback at the module's end, either in written form or as audio recordings. Guided self-study follows staff contact, empowering students to embark on independent study, make informed decisions, take risks, and learn from their mistakes.

To successfully complete their design activities and projects, students are expected to study relevant literature and lecture notes, supported by university resources like the internet, library, and workspaces. Design skills, including analysis, critical thinking, and problem-solving, are integral to each project.

Verbal and written communication skills develop through studio-based activities, group critiques, and written documentation of research and ideas. Time management and organization are crucial for meeting project deadlines, emphasizing the importance of independent study and self-learning skills.

ASSESSMENT METHODS

This module is assessed through one Individual Portfolio with justification.