

Unit Specification

Visual Design Fundamentals

Unit Summary

Today, every digital artifact—from a straightforward PowerPoint presentation to a SmartPhone App—is a collection of screens that have each been individually created and assembled using thousands of tiny "visual design decisions" regarding shapes, colors, fonts, placement, hierarchy, and other factors. Users today demand that all digital artifacts be simple to comprehend and utilize, as well as attractive to look at and use. In order to improve the usability, effectiveness, emotional satisfaction, and overall user experience, the Digital Visual Design module introduces, instills, and encourages the appreciation, knowledge, skills, and practice in visualizing, designing, and developing highly contemporary, attractive, and professional interfaces or screens across all digital technology & devices.

Intended Learning Outcomes <i>On completion of this unit, the learner can:</i>	Assessment Criteria <i>The learner must have shown ability to:</i>
LO 1 A critical awareness of how visual design affects how people interact with digital technology.	<ul style="list-style-type: none">• Understand & appreciation of the visual culture in general, and in digital technology especially• Acknowledgment and familiarization with research in visual design in digital technology.
LO 2 Understanding of the fundamental components and tenets of digital visual design.	<ul style="list-style-type: none">• Knowledge & understanding of the core elements & principles of visual design.• Adequate skills and experience with in the application of these elements & principles in appropriate context.

<p>LO 3</p> <p>The capacity to apply visual design concepts in creative computer tasks in a suitable, efficient, and professional manner.</p>	<ul style="list-style-type: none"> ● Evidence of a fair to good application of visual design, with very useful and attractive digital artifacts. ● Evidence of a range of well designed artifacts.
<p>LO 3</p> <p>An aptitude for evaluating usefulness, aesthetic appeal, and user satisfaction in instances of digital visual design.</p>	<ul style="list-style-type: none"> ● Ability to critically analyse and reflect on the feedback on the usability vs aesthetics of the artifacts. ● Appreciation and ability to iterate on design,

Teaching & Delivery

An assortment of lectures, studio-based workshops, and activities make up Visual Design Fundamentals. Each week, you take part in practice-led workshops where you complete short assignments in an effort to build a comprehensive portfolio of case studies and artwork. Tutors provide background information on the subject, projects, and assignments, as well as direction and advice for the final exam.

You should set aside a significant amount of time on a regular basis outside of class to develop ideas and artwork to a high degree. This can entail picking up new design software and creating multiple variations of each piece of art.

Assessment

The following assessment strategies may be adopted to achieve the learning outcomes

Visual Design Fundamentals

100%

A portfolio of all the artworks and activities undertaken over the module.

Learning Resources

Learners should be made aware of these sources before delivery of this unit, and be fully conversant with these sources upon completion of this unit.

- Malamed, C. (2015). Visual design solutions: Principles and creative inspiration for learning professionals. John Wiley & Sons.
 - McIntire, P. (2007). Visual design for the modern web. New Riders.
 - Mullet, K., & Sano, D. (1996). Designing visual interfaces. ACM Sigchi Bulletin, 28(2), 82-83.
 - <https://www.interaction-design.org/literature/topics/visual-design>
 - <https://uxdesign.cc/what-is-visual-design-2ac385f9b279>
 - <https://xd.adobe.com/ideas/principles/web-design/role-visual-design-user-experience/>
 - <https://www.uxbooth.com/articles/the-psychology-of-color-and-emotional-design/>
 - <https://www.awwwards.com/>
 - <https://www.siteinspire.com/>
 - <https://www.awwwards.com/>
 - <https://bestwebsite.gallery/sites>
 - <https://www.siteinspire.com/>
 - <https://www.cssdesignawards.com/>
 - <https://www.nngroup.com/courses/visual-design/>
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