

AP4007

Visual Communication Primer



- Course Aim**
- Develop students' visual vocabulary
 - Develop students' ability to recognise and utilise the basic principles of two and three dimensional design
 - Develop student's ability to understand abstract problem solving where visual communication is the major focus
 - Develop knowledge of the design process

Short Title

Faculty Humanities

Polytechnic Level

Credits 10

Pre-requisites Nil

Co-requisites Nil

Anti-requisites VIC3901

Version 1

Effective From February 1, 2011

Indicative NQF Level 4

Student Contact hrs 70

Self-directed hrs 30

Other directed hrs 0

Total learning hrs 100

Learning

Outcomes

On successful completion of this course, students will be able to:

- 1 Demonstrate knowledge on selected styles of art and design.
- 2 Render objects based on selected styles of art and design.
- 3 Demonstrate conceptual drawing skills with a range of drawing mediums including ink, graphite, markers, chalk, pastels and charcoal.
- 4 Demonstrate technical use of a range of drawing mediums including ink, graphite, markers, chalk pastel, and charcoal and present projects that exhibit applications of the design process.

NQF Sub-strand

Theoretical
Understanding
Practical
Application of
knowledge
Practical
Application of
knowledge
Practical
Application of
knowledge