Module Definition Form (MDF)

Module code: MOD007335	**Version:** 1 **Date Amended:** 24/Jan/2020

1. Module Title
Visual Communication

2a. Module Leader
Benjamin Mackay

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisite:	MOD007334	Studio Culture 1	Compulsory
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Interior Design		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Designers make use of hand drawing as part of their developmental design process and to communicate their resolved ideas. This module forms the foundation of your ability to test and communicate your ideas in both 2D and in 3D.

Drawing is a large part of how we find out, test and then communicate what we think. It a process we repeat and refine to clarify our ideas. Going through this process gives us confidence to know that our creative decisions can work and assists our creative growth. Within industry, these skills are highly valued.

Your Visual Communication Module will form the foundation of your studio practices and help you to confidently develop your ideas and then communicate these. As drawing is a process in itself, you will learn progressively beginning with some elementary skills of setting up a drawing, visual language, use of tools and materials, how we can think though the use of different scales. You will learn to create measured drawings such as plans, sections, and elevations. This work will then develop into more 3D drawings. We will make use of some design tools such as testing through layering of drawings.

You will be able to develop your communication ability by applying these skills in industry standard computer software. Outcomes demonstrate your learning through your completed portfolio of hand generated projects showing each stage of your process of research, process of experimentation and final portfolio.

You will build on these skills through the use of specific industry-based software and associated equipment.

You will demonstrate your visual research, experimentation and then their application to generate compelling 3D visuals. As your skills develop, you will demonstrate clear and compelling construction detailing of your live studio projects.

6b. Outline Content

- Hand tools.
- Setting up a drawing and iterative drawing process.
- The body.
- Plan.
- Elevation.
- Section.
- One-point perspective.
- Axonometric projections.
- Isometric projections.
- Two-point perspective.
- Annotation.
- Tools in AutoCAD.
- Setting up a drawing and file management.

- Referencing tools and tool sets
- Importing and exporting documents
- Drawing in model space and paper space
- Printing.
- Tools in Sketchup.
- Setting up a drawing and file management.
- Tool sets
- Importing and exporting files
- Printing and other visual outcomes
- Tools in Photoshop.
- Importing documents
- Generating your own texture library.
- Atmospherics.
- Generating figures.
- Visual presentation skills

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Design Studio with specialist equipment such as lightboxes, cutting mats, drawing boards, computers and design library.

CAD Studio with specialist software to enable students to draw in 2D and 3D and render.

Supported 3D workshop with 3D printing and laser cutting, hand tools and machine tools for timber and metal.

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Demonstrate a confident ability to draw using analogue drawing methods.
2	Knowledge and Understanding	Demonstrate through drawing an ability to process amendments.
3	Knowledge and Understanding	Demonstrate confident ability to draw and document industry standard software.
4	Knowledge and Understanding	Demonstrate an ability to generate 3D atmospheric environments
5	Intellectual, practical, affective and transferrable skills	Demonstrate ability to construct clear organised and annotated portfolio of outcomes.
6	Intellectual, practical, affective and transferrable skills	Demonstrate an understanding of reflective and collaborative practices within a creative community.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	0	None	None
Other teacher managed learning	72	1-6	Weekly lectures, workshops, skills seminars and discussion focusing on ideas around design thinking and skill acquisition. Tutorial group learning with focused studio tasks.
Student managed learning	228	1-6	Developmental studio practice
TOTAL:	300		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	50 (%)	Fine Grade	30 (%)
Portfolio of course work with evidence of research, project development, reflection and final outcomes (equivalent to 3000 words)					

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In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]