

Visual Design (Elective)

Course # MDIA 2127

Credits 3

Pre-requisites and Co-requisites: None

Course Description

This course is designed to provide students with grounding in graphic design. It introduces the intricacies of graphic genres and focuses on the importance of design-thinking in various media professions. The goal of the course is to enable students to enhance their creative thinking and visual ideation. The course also includes technical skills in relation to visual design computer programmes through practical workshops. The course will also introduce students to a range of design spheres such as motion picture, TV captions, animation, 3D and web design.

Course Learning Outcomes

Upon completion of the course, students should be able to:

- Explain the visual design narratives used in a variety of media production projects.
- Apply graphic design principles in the ideation, development, and production of visual messages.
- Create visual design products for diverse communication contexts and audiences.
- Analyze genres, styles and trends in the history of visual design.
- Discuss the dark forces of design and the impact they can have on how messages are communicated to and received by different audiences.

Course Assessments and Gradings

Item	Weight
Music Poster Design	5%
Typography poster design	5%
Photo Poster Design	5%
Movie Poster Design	35%
Icon Design	20%
Logo Design	5%
Adobe Illustrator	15%
Creative Test	10%

