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Title: Communicating Design
Status: Definitive
Code: **4051ENG** (117165)
Version Start Date: 01-08-2016

Owning School/Faculty: Electronics and Electrical Engineering
Teaching School/Faculty: Electronics and Electrical Engineering

Team	Leader
Fang Guo	Y
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Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 48
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	6
Practical	36
Tutorial	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	sketching		50	
Report	digital		50	

Aims

This module provides the underpinning traditional graphical skills required by a designer throughout the design process. The module covers freehand sketching and rendering to aid the visualisation process.

Learning Outcomes

After completing the module the student should be able to:

- 1 Produce rendered freehand sketches of a range of products indicating their design intent.
- 2 Demonstrate an ability to create and work with digitised images.
- 3 Create printed graphical design output in a professional manner

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW1	1	
CW2	2	3

Outline Syllabus

Freehand sketching:

Sketching tools, preparation. line types, arches, circles and ellipses, proportion and scale, one and two point projection, parallel projection, isometric projection. Shading and colour. Multi view sketches, construction lines, auxiliary and section views, annotations. Line weight, material, colour, texture, lighting, shadows, reflections, rendering, composition and backgrounds.

Digital Imaging and Printing:

Digital Imaging – Scanning sketches, drawings and photos. Digital photography. Three-dimensional scanning.

Software – Software packages for aiding 2D graphic design. (Creative Suite and Open Source alternatives)

Filetypes and Formats – Common filetypes. Raster and Vector formats. Compression.

Image Resolution – Pixel resolution and spatial resolution.

Digital Displays – Characteristics of electronic displays, setup and calibration.

Printing – Inkjet versus Laser systems, DPI, paper size, quality, texture and weight.

Colour Systems and Spaces – RAL, Pantone, ICC, CMKY, sRGB, Adobe RGB

Learning Activities

This module will be delivered through a series of practical sketching and technical drawing sessions in the Creativity Centre. It will commence with the construction of basic sketched elements and proceed to the development of complete rendered freehand sketches.

Notes

The objective of this module is to enhance through practice the student's ability to produce, read, interpret and communicate using a range of traditional and computer enhanced graphical forms.