

Learning in the Digital Era

ADVA4000

An introduction to the online module and Assignment Specifications.

Learning in the Digital Era: Basic Structure

- This module is broken down into two main types of delivery.
 - Studio Lectures: delivered by me on Wednesday Mornings
 - Online Content: accessed via Moodle.
- The online content is designed to be done in your own time as self-directed study. There is a lot to go through so do not leave it to the last minute.
- To help you, I will highlight which online sections to focus on.
- Also, we have allocated workshop time on Thursdays to help support your project work.

Learning in the Digital Era: Online Content

- The online content consists of 5 Units that look at different aspects of your digital learning.
 - **Unit 0: Preparing for Higher Education (Optional Learning).**
 - **Unit 1: Becoming a Digital Learner.**
 - Unit 2: Becoming a Team Player.
 - Unit 3: Making Virtual Collaboration Work.
 - **Unit 4: Becoming a Lifelong Learner.**

Learning in the Digital Era: Online Content

- Some of the online Units may have a series of participation tasks that may include, blog entry, contributing to a forum discussion, quizzes, questionnaires, collaborative brainstorming etc.
- In some cases, you will need to complete a quiz before you can continue through the online content.
- The Units I have highlighted contain information that will help you in your project work.
- So please do allocate some time to go through them.

Unit 0: Preparing for HE (Optional)

- **Unit 0** is a 'Welcome to Uni' style unit that covers some of the basic skills that you need as a student.
- These are skills that you probably already have but it may still be of use especially as Uni is a new experience for you.
- If you know that you struggle with focusing when studying or if you have always run away from written work, then this unit is worth looking at.

Unit 0: Preparing for HE (Optional)

- **Unit 0** comprises of the following subject headings:
 - How to Study Effectively (time management)
 - Essential Digital Skills (Introduction to Word, Outlook, and Teams)
 - Producing Authentic Work (Introduction to referencing)
 - Understanding Assessments (Types of assessment and terms used)

Unit 1: Becoming a Digital Learner

- **Unit 1** is about you as a Digital Learner:
 - Finding and Using Information (Library, Internet etc)
 - Thinking and Writing Critically (Referencing, Plagiarism)
 - Technology for Assessment (Microsoft, OneDrive, Teams and other supporting software)
 - Identifying Technology for your Discipline (Adobe CC)
This last section will be covered by me in our Wednesday sessions and will relate to the module assignments.

Unit 2: Becoming a Team Player

- Unit 2 is about you as an individual and how you communicate:
 - Identity and Sense of Place (What makes you you)
 - Beliefs and Values (Objective thinking)
 - Effective Communication (How well do you communicate)
 - Life is a Team Sport (How to manage yourself on a team)
- I will not be focussing specifically on these areas as they are imbedded into all of our Graphic Design Modules.

Unit 3: Making Virtual Collaboration Work

- Unit 3 is about how to adapt to working collaboratively through digital means:
 - Forming a Team.
 - Riding the Storm.
 - The New Norming.
 - Performing: Lights, Camera, Action.
- I will not be focussing specifically on these areas as they are imbedded into other Graphic Design Modules.

Unit 4: Becoming a Life Long Learner

- **Unit 4** is about how to adapt to constant changes in the employment and learning landscapes:
 - Learning to Learn (Develop good learning strategies).
 - Bouncing Forward (Building resilience and identifying stress).
 - Unpacking Experiences (Reflective learning).
 - Life Long Learning (Design fundamentals).

Assignment Specifications

- There are two specific assignments for this module.
- Both assignments are 50% of the final mark for this module.
- Both assignments consist of design-based tasks that relate in some way to parts of the online content.

Assignment Specifications

- Assignment 1 (50%): E-Portfolio.
 - Task 1: 6x Instagram Quotes.
- Assignment 2 (50%): 'How To...' poster.
 - Task 1: Design a 'How To...' A3 poster.
 - Task 2: Produce a Summary Video.

Assignment Specifications

- I will be giving supporting knowledge relating to core design skills and practices during our Studio sessions.
- I will be giving you an introduction to Adobe Photoshop, and Adobe Illustrator and how to prep work for the workshops.
- The main focus for both of the assignments is about communication and problem solving through design.
- There is a lot to cover and not much time to do it in.
- Next week we will have a closer look at the Assignments in more detail but first The Design Process.

Visual Communication

The Language of Visual Communication and the Design Process.

What is Visual Communication?

- It is the communication of ideas through graphics & graphical aids.
- It is the process of creating, producing, & distributing material.

How & Why

- It does this by using words & images to convey data, ideas, concepts & emotions.
- To inform, influence, persuade, educate, or draw an emotional response from the viewer.

The Design Process

- Define the problem & establish your objectives.
- What is the message? Who is it for? How best to express the message? Budget? What Media?
- Listen when being briefed and ask questions if you do not understand. You can not solve a problem that you do not understand.

The Design Process

- Do your Research.
- Learn about the subject at hand. Look for parallels in other fields, time periods, & industries.
- Draw upon your own similar experiences.

The Design Process

- Develop your ideas.
- Brainstorming in lists or thought maps.
- Work on 'Thumbnail Sketches'.
- Further develop ideas into 'Layouts'.

The Design Process

- Analyze your ideas.
- Which of your ideas best fits the objectives of the project. Do they need further development?
- Produce your final design idea.

The Design Process

- **What are you trying to communicate with your project?**

What are your intended goals?

What is the project / design trying to do?

- **Who are you communicating it to?**

Is there a specific group of people or type of person that you are aiming at?

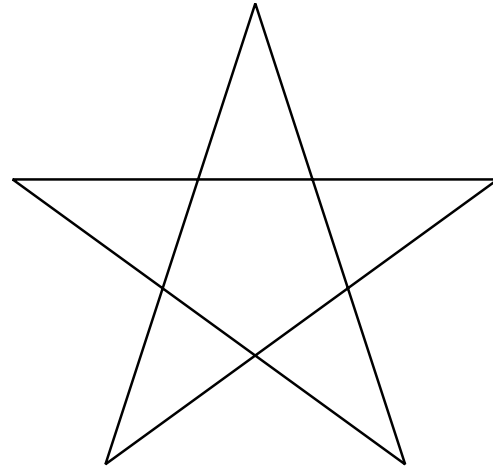
- **How are you going to communicate it?**

What type of design work do you need to create for them to engage with?

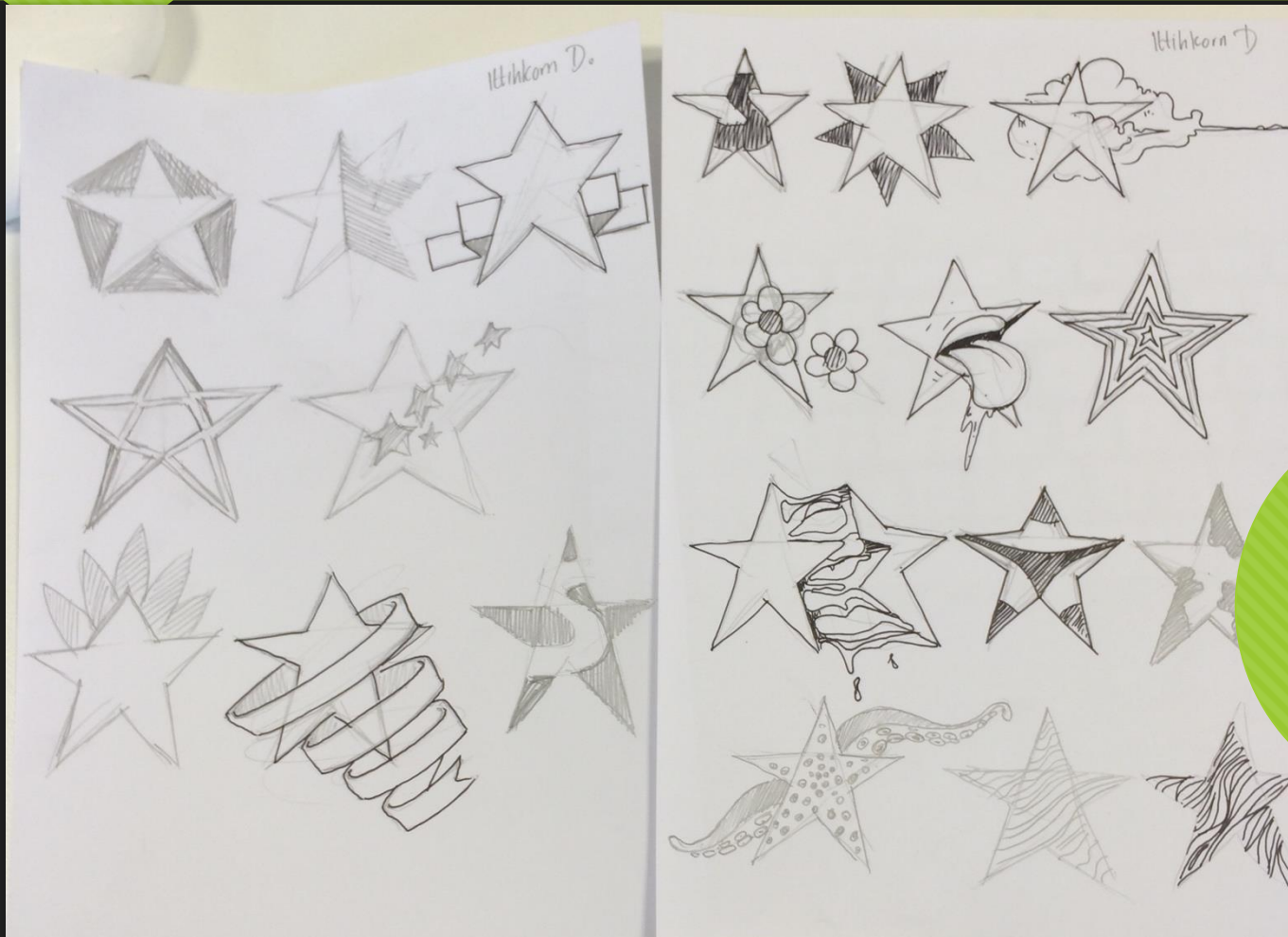
How do they know the information is there?



Star Project

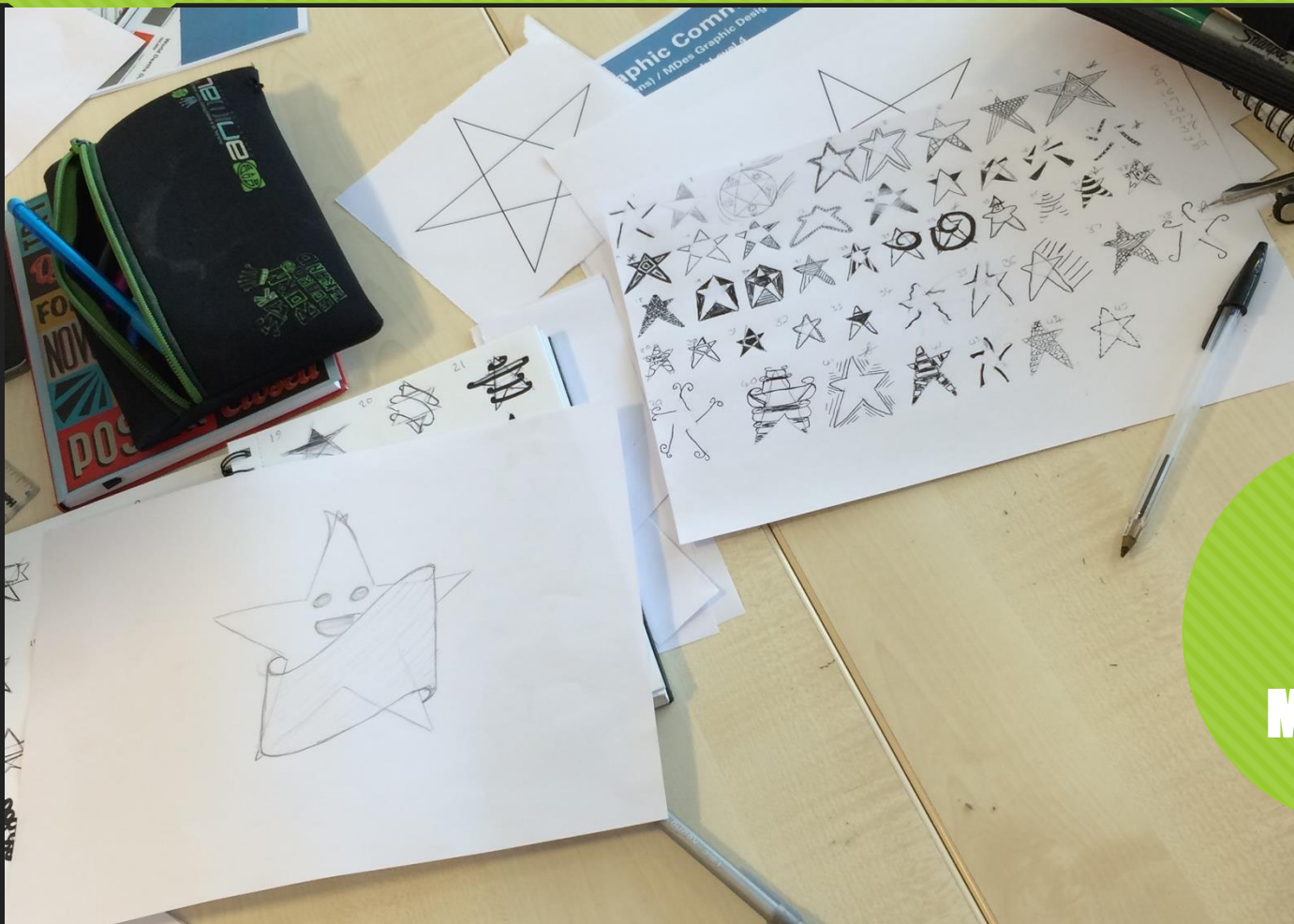


Thumbnail Sketches



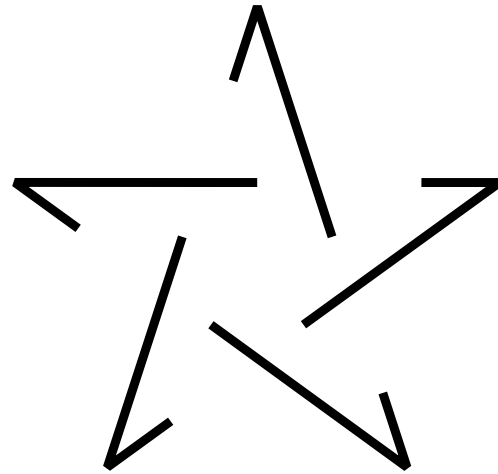
40
Minimum

Thumbnail Sketches

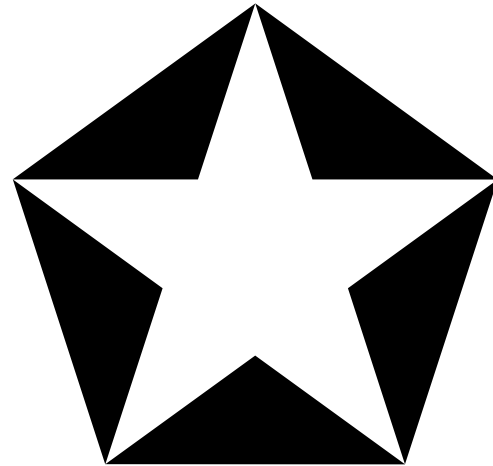


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Minimum

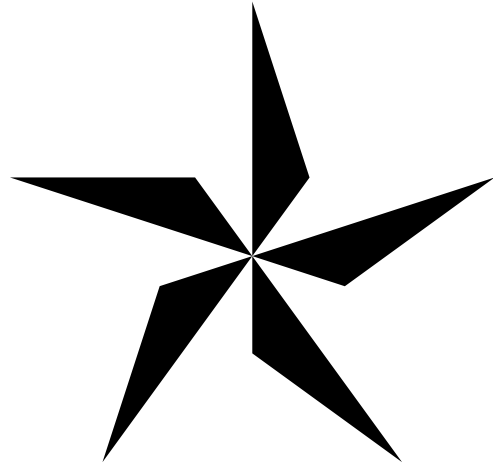
5 finished Variations



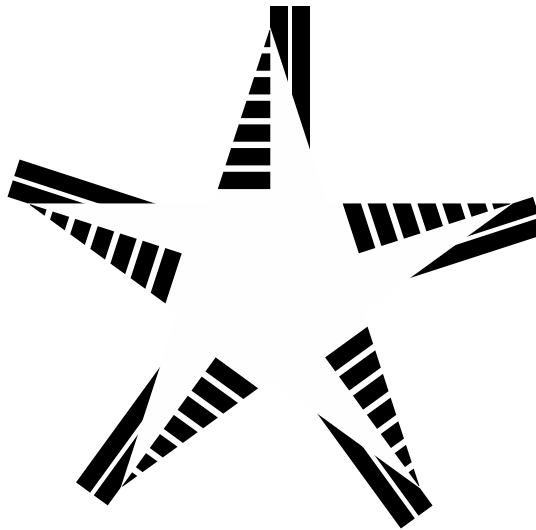
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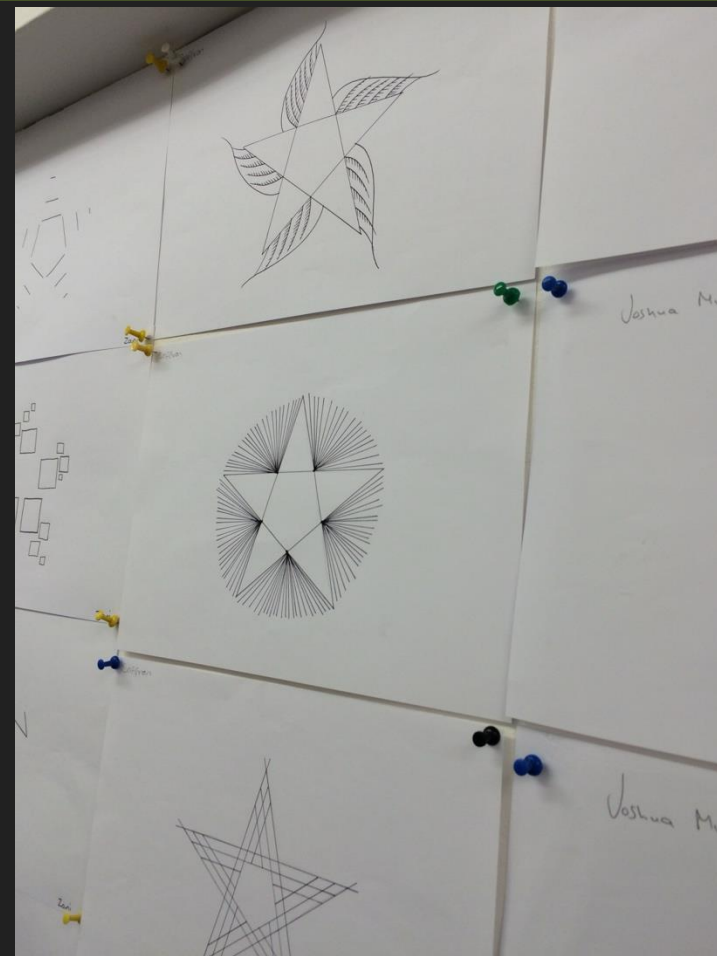
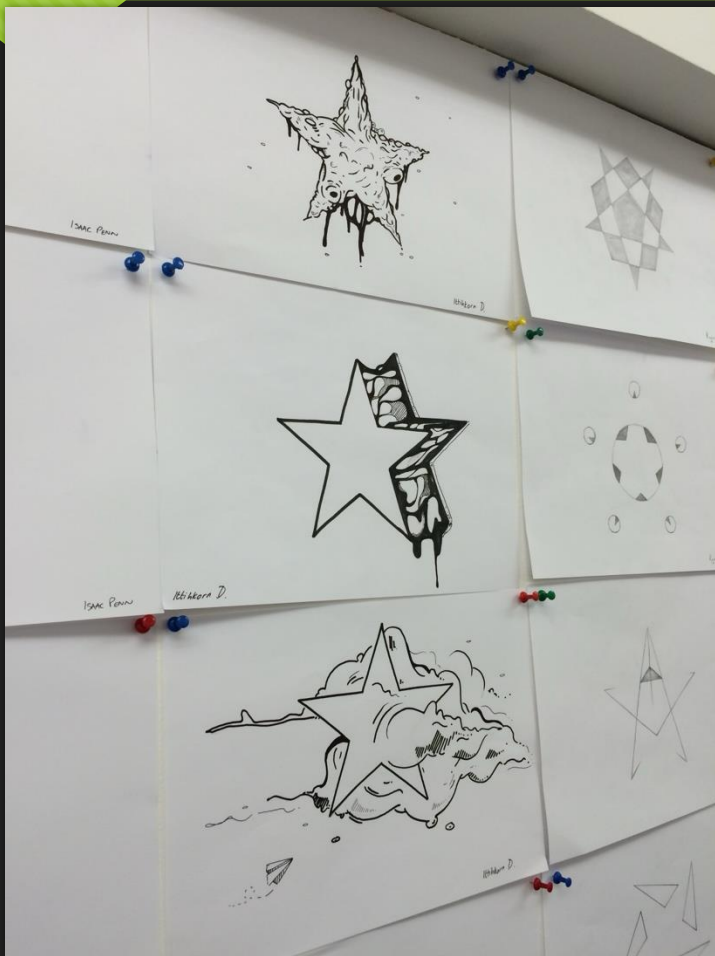
5 finished Variations



5 finished Variations



5 finished Variations



The Brief

- Black pen or pencil, NO colour.
- Work your thumbnails first (40 Minimum).
- Choose your best 5 designs to enlarge.
- 1 final star design per sheet of A4 paper (Landscape).
- Try to manage your time.

