

Module Code:
BATD05C

Introduction to 3D Visual Communication and Design

Level: 4

Credit Value: 15

Pre-Requisites: None

Module Description

This module introduces students to the materials, techniques and terminology in relation to 3D visual language. Through demonstrations and exercises relating to the generation of visual images, records, research and the presentations of their work through:

- a) Through traditional and contemporary drawing and rendering techniques.
- b) Through the construction of model. Marquette's and samples.
- c) The use of digital and traditional cameras and digital manipulation of images.
- d) Digital modelling and rendering of visuals.
- e) The presentation of final imagery for display and portfolio.

Learning Outcomes

On successful completion of this module students will be able to:

1. Explore the materials, techniques and processes relating to 3D visual communication.
2. Utilise the inherent properties of 3D visual communication in a creative way.
3. Show awareness of the wider applications of 3D visualisation and communication in contemporary and historical art and design.
4. Work safely through an understanding of health and safety issues.

Indicative Content

- Developing and understanding safe studio working practices
- Contemporary and historical overview of 3D visual language
- Exploring materials and processes
- 3D visual compositional techniques
- Objective 3D drawing techniques
- Introduction to Image manipulation software.
- Introduction to photographic equipment and techniques.
- Exploring the creative uses of models, Marquette's and sample making
- Introduction to 3D modelling software.
- Exploring 3D visual image creation.

- The use of traditional and contemporary rendering techniques.
- Evaluation, selection and presentation techniques.
- Skills of objective and critical evaluation of 3.D. visual images.

Learning & Teaching Strategies

Workshop demonstration. Practical engagement. Seminars and tutorials.

Assessment

20% Written and illustrated file.

80% Material outcomes.

A critical appraisal of:

- Works exploring image creation, manipulation, rendering, modelling and presentation techniques.

Specific Learning Resources

Photography equipment, Scanners, Computers, range of media, studio, workshops.

Bibliography

Highly Recommended

White, G ; 2003; **Perspective: A Guide for Artists, Architects and Designers**; Batsford

Recommended

Kerlow, Isaac V. 2003. **The Art of 3D Computer Artistry & Effect**. Ilex.

Wong, Wucius. 1972. **Principles of Three-Dimensional Design**. Van nostrand Reinhold

Kelby Scott, 2006. **The Digital Photography Book**. Peachpit Press

Evening, Martin. 2005. **Adobe Photoshop CS2 for Photographers**. Focal Press

Kerlow, Isaac V. 2003. **The Art of 3D Computer Artistry & Effect**. Ilex

White, G ; 2003; **Perspective: A Guide for Artists, Architects and Designers**; Batsford

Danaher, Simon. 2004. **The Complete Guide to Digital 3D Design**. Ilex