

Module Code:
BATD06I

Development of 3D Visual Communication and Design

Level: 5

Credit Value: 15

Pre-Requisites: None

Module Description

This module aims to encourage the student to direct the development of the creative practice, techniques and terminology related to the generation of visual images, records, researches and presentations of their work through: the combination, use and manipulation of images generated both traditionally and digitally.

Learning Outcomes

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

1. Investigate and develop creative approaches to 3D visual communication.
2. Apply the appropriate health and safety awareness.
3. Use digital photography and image manipulation.
4. Demonstrate knowledge, skill and creativity in the use of 3D software.
5. Evidence awareness of contemporary precedents.

Indicative Content

- The pursuit of appropriate safe working practices and health & safety.
- An examination of contemporary professional practice.
- Introduction to advanced computing systems.
- A study of the industrial applications of digital 3.D software image manipulation.
- Concept development through traditional and digital photography, drawing and image manipulation.
- Planning and visualising 3.D. forms and products through digital media.
- Extending the techniques of using traditional digital image creation
- Extending the techniques of using 3D modelling software.
- Developing wire frame models.
- Selection and refinement of image.
- Narrative, sequence and presentation of object through 2D / 3D visual media.
- An objective and critical evaluation of the digital images

Learning & Teaching Strategies

Workshop demonstrations Practical engagement. Seminars and tutorials.

Assessment

20% Written and illustrated file:

Documenting contemporary and personal professional practice with 3.D. digital image manipulation.

80%material outcomes

A critical appraisal of a display of 3D digital images showing selection and refinement.

- Industrial applications.
- Concept development.
- Planning and visualising of 3D digital image.
- Narrative, sequence and visual presentation.

Specific Learning Resources

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

Bibliography

Highly Recommended

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

Recommended

Danahar, S; 2004; **The Complete Guide to Digital 3D Deisgn**; Ilex
Evening, M; 2005; **Adobe Photoshop CS2 for Photographers**; Focal Press
Kelby, S; 2006; **The Digital Photography Book**; Peachpit Press
Kerlow, Isaac V. 2003. **The Art of 3D Computer Artistry and Effect**. Wiley.

Background Reading

Howard, W; 2005; **Introduction to Solid Modeling Using Solidworks**
McCullough, M; 1996; **Abstracting Craft, The Practiced Digital Hand**;
MIT
Wong, W; 1972; **Principles of Three-Dimensional Design**; Van Nostrand
Reinhold.