

MTD359 Visual Effects Design

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

This course deals with visual design, and how the use of geometry, colour, contrast, brightness and other visual attributes influences the mood of the viewer and affects the communicated message accordingly. The course will train students to understand the functions of visual effects in design; to learn the techniques and methodologies for solving information communication problems; to develop visualisation skills, concepts and techniques; and to understand the relevant concepts in the psychology of perception, cognition and their relation to visual design and layout.

Topics:

- Introduction to Visual Effects
- Design Process
- Fundamental design elements and principles of design
- Gestalt and rhythm
- Focal point and visual hierarchy
- Composition and proportions
- Geometry and perception of beauty
- Golden ratio
- Construction of the golden section
- Color theory
- Basics and colour unity
- Colour combinations, contrast and design

Textbooks:

Charles River Media: Visual Design Fundamentals: a digital approach. Alan Hashimoto, Mike Clayton. (eTextbook) 3rd edition) 2009. Cengage
ISBN-13: 9789814773188

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ISBN-13: 9789814773188-AA

Learning Outcome:

- Employ design elements and principles of design
- Apply the design process in small projects
- Analyze the theory of color to visual effects design
- Compare the different proportions and ratios taught for use in designs
- Create compositions with intended proportions
- Criticize aspects of geometry to the perception of beauty

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
QUIZ	15
TUTOR-MARKED ASSIGNMENT	15
Sub-Total	30

Examinable Component	Weightage (%)
ECA	70
Sub-Total	70

Weightage Total **100**