COM4504: COMMUNICATION DESIGN

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Communication Design

Subject Code
COM - Media and Communication
Course Number
4504

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
EN3524 Desktop Publishing Design and Production

Exclusive Courses
Nil

Part II Course Details

Abstract

This course examines communication interface design through graphic media and images. By actively participating in case studies, campaign analyses and creative activities, students will detect, analyse and apply the principles, theories, aesthetics

and skills of effectively creating brands, communicating corporate identity, and designing visual elements. The process of developing creative projects that explores a range of design issues and software applications will also provide opportunities for students to apply theories into practice.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge of the basic principles of communication design	40	x		
2	Sharpen sense of aesthetics and skills in effectively creating brands, communicating corporate identity, and designing visual elements	30		x	x
3	Analyse and apply communication design theories into interface design tasks	30		x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Class discussions	Class discussions on topics such as creative design strategies, colour theory, typography, signs and symbols, identity and culture, message appeals, and others through working on case studies and campaign analyses	1, 2	1.5 (for 12 weeks)
2	Exercises and tasks	Exercises and creative tasks addressing specified communication design issues through individual, paired and group activities in class and out of class	1, 2	1.5 (for 12 weeks) + Out-of-class time
3	Projects	Design and production of creative projects with a range of media applications	3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Case Study: Critique and presentation	1, 2	20	
2	Creative Project: Task 1: Marketing plan Task 2: Execution Task 3: Presentation	1, 2, 3	70	
3	Attendance and participation	1, 2, 3	10	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Case Study: Critique and presentation

Criterion

Case Study:Quality of analysisData collectionOrganizationPresentation style and skills

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Creative Project:Task 1: Marketing planTask 2: ExecutionTask 3: Presentation

Criterion

Creative Project:CreativityOriginalityOrganizationVisual presentation

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
Attendance and participation

Criterion
Participation in classes

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Integrated marketing communication, Approaches to visual analysis, Creative design strategies, Colour theory, Typography, Signs and symbols, Identity and culture, Message appeals, Design project management, Production skills, Image editing and transformation, Graphic design, Portfolio preparation

Reading List

Compulsory Readings

	Title
1	Johansson, K., P. Lundberg, & R. Ryberg (2007). A Guide to Graphic Print Production (2nd ed.). Hoboken, N.J.: Wiley.

Additional Readings

	Title
1	Dabner, D. (2004). Graphic Design School: The Principles and Practices of Graphic Design. London: Thames & Hudson.
2	Fiell, C., & P. Fiell (Eds.). (2005). Graphic Design Now. Köln; London: Taschen.
3	Gordon, B., & M. Gordon (2002). The Complete Guide to Digital Graphic Design. New York: Watson-Guptill Publications.

4	Landa, R. (2001). Graphic Design Solutions (2nd ed.). South Africa: OnWord Press.
5	Ocepek, L. D. (2003). Graphic Design: Vision, Process, Product. Upper Saddle River, N.J.: Prentice Hall.
6	Purvis, A. W. & M. F. Le Coultre (2003). Graphic Design 20th Century. New York: Princeton Architectural Press.