GE1304: VISUAL EXPRESSION AND COMMUNICATION

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Visual Expression and Communication

Subject Code
GE - Gateway Education
Course Number
1304

Academic Unit
Architecture and Civil Engineering (CA)

College/School
College of Engineering (EG)

Course Duration
One Semester

Credit Units
3

Level
A1, A2 - Associate Degree
B1, B2, B3, B4 - Bachelor's Degree

GE Area (Primary)
Area 3 - Science and Technology

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract

In order to raise the visual literacy level of students, the course is designed to introduce various concepts and application of visual expression, developing students' interpretation and creation skills in visual communication. The continuous teaching and learning experience allows student opportunity to experiment the use of various types of graphic communication associated closely with our living environment, enabling them the ability to act and react in this information age, which does not only saturated with text but also graphics contents. Instead of course-end assessment, continuous assessments which ties in with the diverse learning activities are incorporated to allow students ' self-evaluation in their learning process and as basis for student assessment in a course. Hands-on experience is engaged, in comparison to textual-memory based learning experience in other subjects. This provides a discovery enriched learning experience and encourage application of creativity and innovation in the pursuance of visual-based knowledge.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Outline the different types of graphical representation in use in daily life to describe our environment.		x		
2	Identify the meanings and roles of different types of graphical representations.			x	
3	Evaluate the limitations of visual expression.		x		
4	Explain the essential elements in visual expression and its role in communication.			x	
5	Produce a set of graphics which effectively express a specific set of meaning.				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	Lectures	Explain the key roles of different types of graphical representations; and explain essential elements in visual communication	1, 2, 3, 4	

2	Trips	Allow students to have actual observation of graphical representations in real life situation	2, 3, 4	
3	Tutorial/ Seminar	Engage students to explore and discuss ideas related to visual communication	1, 3, 4	
4	Project presentation	Provide opportunities for students to present their works created for final project and receive feedback from classmates and teacher	5	
5	Project discussion	Allow students to engage in group discussion for preparation of final project deliverables	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Assignments	1, 2, 3, 4	50	
2	Project	1, 2, 4, 5	50	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Assignments

Criterion

1.1 Acquire comprehensive understanding in graphical representation and attempt to associate this with our environment
1.2 Demonstrate depth in evaluating the problem of visual expression with adequate appraisal of all major aspects
1.3 Acquire accurate identification of meanings and roles of graphical representations
1.4 Provide accurate explanation on the essential elements in visual expression and its role in communication

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

Project

Criterion

2.1 Acquire comprehensive understanding in graphical representation and attempt to associate this with our environment
2.2 Acquire accurate identification of meanings and roles of graphical representations
2.3 Provide accurate explanation on the essential elements in visual expression and its role in communication
2.4 Compose a comprehensive set of graphics which effectively express a specific set of meaning explained

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

Graphics: visual presentation; maps; plans; photography; signage and diagrams;
Visual expression: signs and symbols; signification & communication; codes; meaning & representation.

Reading List

Compulsory Readings

	Title
1	Nil

Additional Readings

	Title
1	www6.cityu.edu.hk/e-learning_visual_literacy/

Annex (for GE courses only)

A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:

Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)

PILO 1: Demonstrate the capacity for self-directed learning

1, 2, 3, 4, 5

PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology

1, 2, 3, 4

PILO 3: Demonstrate critical thinking skills

1, 2, 3, 4, 5

PILO 4: Interpret information and numerical data

1, 2, 3, 4

PILO 5: Produce structured, well-organised and fluent text

5

PILO 6: Demonstrate effective oral communication skills

1, 2, 3, 4, 5

PILO 7: Demonstrate an ability to work effectively in a team

1, 2, 3, 4, 5

PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation

5

B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.

Selected Assessment Task

Project