



UNIVERSITI TEKNOLOGI MARA

CTW345: CINEMATIC COMMUNICATION

Course Name (English)	CINEMATIC COMMUNICATION APPROVED
Course Code	CTW345
MQF Credit	3
Course Description	This course is to introduce methods of interpreting cinematic images. First, they are exposed to the general cinematic conventions. The subject also discusses cinematic perception on social realities, contextual images and meanings. In addition students will also be exposed to how cinematic time/ space affects the imaginings of any film, be it realism, surrealism, futuristic, spiritual, poetic and more. As cinema is known to be a dream factory, it is incumbent for students to dwell into these cinematic dreamscapes to recognize, formulate and interpret images that corresponds with the association of its makers.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize
Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation
CLO	CLO1 Develop perception of cinematic imageries CLO2 Formulate analytical understanding of cinematic images CLO3 Interpret cinematic imageries that corresponds with the association of its makers
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing & Introduction 1.1) A brief introduction to the course content	
2. Cinematic Conventions 2.1) Recapturing of historical moments in cinematic conventions to its current state.	
3. Cinematic perceptions 3.1) To understand the medium and develop perception.	
4. Cinematic Time 4.1) To diagnose the linear, non linear and the inter-space timeline of cinematic timeline.	
5. Cinematic Space 5.1) An appreciation of cinema as walls of screens that extends its scope into and out of screen.	
6. Cinematic Style 6.1) To understand film as an expression of its maker	
7. Cinematic dreamscapes 7.1) To express the expressive world of dreams of directors	
8. Cinematic existence 8.1) A culmination of the existence of film; its inner (director) and outer realms (cinematic images).	
9. Group Presentation Cinematic Conventions 9.1) Student presentation on Cinematic Conventions	
10. Group Presentation Cinematic Perceptions 10.1) Student presentation on Cinematic Perceptions	
11. Group Presentation Cinematic Time & Space 11.1) Student presentation on Cinematic Time & Space	
12. Group Presentation Cinematic Style 12.1) Student presentation on Cinematic Style	

13. Group Presentation Cinematic Dreamscapes
13.1) Student presentation on Cinematic Dreamscapes

14. Group Presentation Cinematic Existence
14.1) Student presentation on Cinematic Existence

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Essay or Film Journal	30%	CLO1 , CLO2 , CLO3
	Individual Project	Essay or Film Journal	30%	CLO1 , CLO2 , CLO3

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Andrews, M., & McNamara, S. 2014, <i>Women and the Media: Feminism and Femininity in Britain</i> [ISBN: 041566036] • Colman, F. 2011, <i>Deleuze and Cinema: The Film Concepts</i>, Bloomsbury Publishing [ISBN: 18478805] • Comer, T. A., & Vayo, L. I 2013, <i>Terror and the Cinematic Sublime: Essays on Violence and the Unpresentable</i> • Fullwood, N. 2015, <i>Cinema, Gender, and Everyday Space: Comedy, Italian Style</i> • Woycicki, P. 2014, <i>Post-Cinematic Theatre and Performance</i>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	