



UNIVERSITI TEKNOLOGI MARA

CTW463: CINEMATIC COMMUNICATION

Course Name (English)	CINEMATIC COMMUNICATION APPROVED
Course Code	CTW463
MQF Credit	3
Course Description	This course is to introduce methods of interpreting cinematic images. It includes an understanding of social factors and social realities, contextual image and meanings, image and the positional relationships of narrative values and visual knowledge, interpretation mechanisms, narrative and visual perception.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize
Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Discussion, Presentation, Workshop, Supervision
CLO	CLO1 Demonstrate cinematic imageries through the language of cinema CLO2 Design the relationship between the meaning of the text and its visual CLO3 Formulate analytical visual understanding to showcasing cultural appreciation
Pre-Requisite Courses	No course recommendations
Topics	
1. Image & Reality 1.1) Images of Images	
2. Image & Reality 2 2.1) From the photographic to the cinematic image	
3. Formal Structures 3.1) How Films tell their stories 3.2) The Image, the world and film studio	
4. Building Blocks 1: The shot 4.1) Composition: The size of the Frame 4.2) How composition works	
5. Building Blocks 2: The Cut 5.1) The Development of Continuity Cutting 5.2) Convention, Culture, Resistance	
6. The Story Tellers of Film: The Film Director 6.1) The Auteur Theory 6.2) Auteurism Today	
7. Film as Cultural Practice 7.1) Film in the Realm of Culture	
8. Film as Cultural Practice 2 8.1) Theories of Culture	
9. The Stories Told by Film 1: Master Narratives and Dominant Fictions 9.1) Discussion	
10. Film screening 10.1) Discussion about the film	
11. Workshop 1 11.1) Group discussion by topic given	
12. Workshop 2 12.1) Group discussion by film chosen	

13. Workshop 3

13.1) Discussion about the whole topic in this course

14. Course review

14.1) Final discussion and course review

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Students are required to make it one short film maximum length 3 minutes and including credits	20%	CLO1
	Individual Project	Shoot five different images that has cinematic value	40%	CLO2
	Quiz	Based on topic in class	40%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Kolker, R. 2006, <i>Film, Form & Culture</i>, McGraw Hill • Eco, U 1976, <i>A theory of semiotics</i>, Indiana University Press. • Fairbairn, M. 1988, <i>Reawakening imagination.</i>, Routledge. • Felicity Colman 2014, <i>Film Theory: Creating a Cinematic Grammar</i>, Wallflower Press [ISBN: 0231169736] • Richard D. Pepperman 2005, <i>Setting Up Your Scenes</i> [ISBN: 193290705X]

Article/Paper List	Recommended Article/Paper Resources
	<ul style="list-style-type: none"> • Wall, T.C 2004, The time image . Deleuze: Cinema and perhaps language, <i>Salon Journal</i>, 8(23)

Other References
This Course does not have any other resources