



UNIVERSITI TEKNOLOGI MARA

VCM713: ACADEMIC DISCOURSE IN VISUAL ANALYSIS

Course Name (English)	ACADEMIC DISCOURSE IN VISUAL ANALYSIS APPROVED
Course Code	VCM713
MQF Credit	3
Course Description	This course is designed for students, critical designers and creators of design with an intention to equipped them with theory, concepts and methodologies on valuing textual media in visual communication discipline such as films, television shows, videogames, visual, narratives through intense discussion and academic discourse. Through an interdisciplinary comparative/various lens (including oral, print, photographic, and digital forms), the course looks at the role and functions of media, theory and application of problem in structuring methods used in design, and judging the factors that directly or indirectly influences the visual design problem. Over the course of the semester, through readings, lectures, and discussions as well as students own writing in conducting content and contextual analysis, students will have the opportunity to theoretically analyze, explore and debates about the role of creativity, metamorphic thinking and other methods of idea generation.
Transferable Skills	Students in Academic Discourse in Visual Analysis will develop skills visual communication such as in graphic design, layout, photography, and digital media, plus essential career skills such as teamwork and creative problem solving. This program is structured to assist students in developing a broad range of entry-level skills in theory, analogy, module, framework and also print.
Teaching Methodologies	Lectures, Studio, Case Study, Discussion, Presentation, Workshop
CLO	CLO1 Critically analyze in verbal, various aspect of visual communication. (C6) CLO2 Combine several principles and theory of visual analysis in selected media in-group discussion. (C6, A5) CLO3 Justify visual grammars and codes, visual aesthetics, rhetorical strategies that can be employed in different visual representations and media contexts via essay writings. (C6, P2, A5)
Pre-Requisite Courses	No course recommendations
Topics	
1. Discourse 1: Briefing: Course Info / Content 1.1) n/a	
2. Discourse 2: Graphic Design: Theory, Ideation & Conceptual 2.1) n/a	
3. Discourse 3: New Media: 3.1) n/a	
4. Discourse 4:-Group Discussion 4.1) n/a	
5. Discourse 5: Photography: 5.1) n/a	
6. Discourse 6: Printing: 6.1) n/a	
7. Discourse 7; Student Presentation (1st) 7.1) n/a	
8. Discourse 8 - Photography 8.1) n/a	

9. Discourse 9 – Printing 9.1) n/a
10. Discourse 10 – Graphic Design 10.1) n/a
11. Discourse 11 – New Media 11.1) n/a
12. Discourse 12 – Photography 12.1) n/a
13. Discourse 13 – Printing 13.1) n/a
14. Discourse 14 - Final Presentation 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	20%	CLO1
	Assignment	n/a	40%	CLO2
	Assignment	n/a	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Rose, Gillian 2012, <i>Methodologies: An Introduction to Researching with Visual Materials</i>, Routledge New York
	Reference Book Resources	<ul style="list-style-type: none"> Charles A. Hill & Marguerite Helmers 2004, <i>Reading Images 2th Edition</i>, Routledge London Kress, G., & Van Leeuwen, T 2006, <i>Reading Images 2th Edition : The Grammar of Visual Design</i>, Routledge London Ruth Wodak & Michal Krzyzanowski 2008, <i>Qualitative Discourse Analysis in the Social Sciences</i>, Palgrave MacMillan New York David D. Roberts and Charles Kostelnick 2010, <i>Designing Visual Language: Strategies for Professional Communicators (2nd Edition)</i>, Longman
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	