Course Name (English)	ART DIRECTION IN VISUAL COMMUNICATION APPROVED
Course Code	GDG534

MQF Credit	2

Course Description	A course in art direction in theory and practice within the visual communication area of studies for students to look beyond aesthetic allure but develop a critical and sharper eyes in selecting the rightly appropriate visual signifiers when solving consumer communication demands. This is a fundamental course on the management of principles and elements of design and filtering process when making design judgement. By determining the message, overall emotion and the tone and manner, students are trained to critically filter design choices to uncover the design path to take when faced with design decisions.

Transferable Skills	Demonstrate skills to differentiate, operate under minimum supervision and the adoption of good design practice.

Teaching Methodologies	Lectures, Blended Learning, Studio, Inquiry-based Learning, Problem Based Learning (PBL), Presentation, Project-based Learning

CLO	CLO1 Compare the characteristics of art direction from different industries CLO2 Operate the types of art direction, through documented process CLO3 Adopt good design practice in a project setting.

Pre-Requisite Courses	No course recommendations

Topics
1. Art Direction in Film 1.1) N/A
2. Art Direction in Advertising 2.1) N/A
3. Art Direction in Brand Identity 3.1) N/A
4. Art Direction Music 4.1) N/A
5. Art Direction in Comic 5.1) N/A
6. Art Direction in Game Design 6.1) N/A
7. Art Direction in illustration 7.1) N/A
8. Art Direction in Photography 8.1) N/A
9. Art Direction in Mobile Application 9.1) N/A
10. Art Direction in Cartoon 10.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Group presentation on group's selection of subject matter.	30%	CLO1
	Final Project	Students are required to carry out final project to be completed in week 14	40%	CLO3
	Group Project	Group presentation on group's selection of subject matter.	30%	CLO2

Reading List	Recommended Text	• **Steven Brower 2016,** *Inside Art Direction: Interviews and Case Studies (Creative Careers)*, **Fairchild Books [ISBN: 978-147256910]** • **Michael Rizzo 2014,** *The Art Direction Handbook for Film & Television*, **Second Ed., Routledge [ISBN: 978-041584279]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	