UNIVERSITI TEKNOLOGI MARA

GDG656: ACADEMIC DISCOURSE

Course Name (English)	ACADEMIC DISCOURSE APPROVED
Course Code	GDG656

MQF Credit	3

Course Description	This course is aimed to increase and focus the student's skills in research, problem identification, planning and execution of multi-faceted levels of visual information and meaning based on professional standard. Students will have the experience to arrange and participate in an educational symposium / "Informational talks" with reputable design firms as a means of gaining further insight into the world of professional design practice.

Transferable Skills	Demonstrateability to apply creative, imaginative and innovative thinking and ideas to problem solving.

Teaching Methodologies	Lectures, Blended Learning, Seminar/Colloquium, Case Study, Web Based Learning, Discussion, Presentation, Journal/Article Critique

CLO	CLO1 Value judgments and reflection regarding graphic design experimentation related to the practice.
	CLO2 Conduct and organise an educational symposium.
	CLO3 Develop academic study skills by producing an educational research paper to assimilate the Final Year Project Research (FYP) outcome.

Pre-Requisite Courses	No course recommendations

Topics
1. Word origin & history / Project Brief 1.1) Introduction to Academic Discourse. 1.2) Word Origin & History of Symposium.
2. Word origin & history / Project Brief 2.1) Meaning of Symposium. 2.2) Symposium,conference, seminar, workshop, talk, etc.
3. What is a symposium? 3.1) Symposium. 3.2) Objective of symposium 3.3) Mechanism of symposium 3.4) Characteristics of symposium
4. What is a symposium? 4.1) The Advantages & Disadvantages of Symposium. 4.2) Information 4.3) Presentation 4.4) Expositions 4.5) Networking
5. Steps to plan a symposium 5.1) Symposium formats. 5.2) The components of a symposium.
6. Steps to plan a symposium 6.1) Symposium outline. 6.2) Symposium planning checklist. 6.3) Rules of symposium.

7. Research & understanding 7.1) What student need to know. 7.2) The nature of research. 7.3) The importance of Research within the Creative Industries.
8. Research & understanding 8.1) Develop a research and publication plan. 8.2) Abstract guideline. 8.3) Oral Presentation. 8.4) Poster presentation. 8.5) Performance/lecture presentation. 8.6) Presentation guideline.
9. Research Standard & Recognition 9.1) Standard Association Recognition. 9.2) Professional Association.
10. Research Standard & Rocognition 10.1) Academic Publishing. 10.2) Journal Publishing.
11. Writing an Academic Research Paper 11.1) Academic and Journal manuscript
12. Preparation and draft manuscript writing 12.1) Academic and Journal reference discussion
13. Continuous progress and submission on full manuscript 13.1) Academic paper preparation
14. Assessing the Final Manuscript Research Paper 14.1) Research paper evaluation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	This is a research based assignment (individual/small group). Students are required to find a topic that related to the visual communication discipline. Students are required to write an essay that explain things with facts rather than opinions. This assignment will increase and focus the student's skills in research and they are require to evaluate and investigate, setting forth arguments in a clear and concise manner. It will cover how to present research, and how to read and respond to research.	30%	CLO1
	Assignment	Information graphic @ Data visualization. The students are required to design an Info graphic based on their research topic. The data visualizations must have flows: maps, signs, and charts, anything that presents complex information quickly and clearly.	30%	CLO2
	Assignment	Students are required to produce a research paper based on their Final Year Project Research. This assignment will increase and focus the student's skills in research and they are require to investigate, evaluate and analyse, setting forth arguments in a clear and concise manner. It will cover how to present research, and how to read and respond to research.	40%	CLO3

Reading List	Recommended Text	Steven Heller 2015, *Writing and Research for Graphic Designers*, Reissue edition Ed., Rockport Publishers US [ISBN: 1631591126] Hilary Collins 2010, *Creative Research: The Theory and Practice of Research for the Creative Industries*, AVA Publishing US [ISBN: 978-294041108] Elena Tognini-Bonelli, ?Gabriella Del Lungo Camiciotti 2005, *Strategies in Academic Discourse*, John Benjamins Publishing Company Holland [ISBN: 9027222908]
	Reference Book Resources	Judy Allen 2008, *Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events*, WILEY US [ISBN: 978-047015574]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	