Course Name (English)	VISUAL AND CONTEXT APPROVED
Course Code	AMT758

MQF Credit	3

Course Description	This subject is a combination of Visual communication study inclusively graphic design, New Media, Photography and Printing Technology. The subject will emphasize in both visual and context meaning to visual communication study, which is covering the issues of social culture, commercial value and art expression. A review of design portfolio (consists of comprehensive integration of visual media) and written presentation will be an instrument in measuring the level of students' learning outcomes.

Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
	Demonstrate enthusiasm, leadership and the ability to positively influence others
	Demonstrate ability to investigate problems and provide effective solutions.

Teaching Methodologies	Lectures, Seminar/Colloquium, Presentation

CLO		
	CLO1	Enhance knowledge and skills in the area of visual context
	CLO2	Develop critical thinking in identifying solutions for visual context through area of study.
	CLO3	Competency in design research and incorporate relevant visual elements in graphic communication design.
	CLO4	Professional working culture and interact as competent, responsible and dedicated to the task.

Pre-Requisite Courses	No course recommendations

Topics
1. 1. Introduction of Course Module 1.1) i. Visual and Context – Idea, Concept, Function and Communication
2. 2. Medium of Communication - Understand the Visual Communication Theory 2.1) i. Building on the communication theory 2.2) ii. Contextual research (Including the analysis of existing design strategies relating to the proposed message) Analytical and propositional method. 2.3) iii. Semiotic and communication principle and design model.
3. 3. Analysing Semiotic principle and model of Visual Communication theory 3.1) i. Discussion on the theory of Visual signs. 3.2) ii. Analysis of Gestalt theory, Semiotic theory and Cognitive
4. 4. Visual Communication: Seeing the Difference 4.1) i. Method of Visual Analysis. 4.2) ii. Critical Discourse Analysis. 4.3) iii. Visual Framing Analysis.
5. 5. Understanding Images in Media Culture and Visual Experience 5.1) i. Branding and media culture 5.2) ii. Visual Dimensions of Branding 5.3) iii. Critical thinking toward Issue and Develop Communication Solutions 5.4) v. Problem Solving and Critical thinking for Designers 5.5) vi. Decision Making

6. 6. Design Project Initiative – Visual and Context
6.1) i. Design Project Management.
6.2) ii. Design Ethics.
6.3) iii. Discussion Design and Visual Development
6.4) v. Design Presentation Applications and Platforms

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Interpret the concept and idea of Visual and Context – Idea, Concept, Function and Communication. Evaluate the communication theory, Semiotic and communication principle and design model.	20%	CLO1
	Assignment	Analysing Semiotic principle and model of Visual Communication theory - Gestalt theory and Cognitive	20%	CLO2
	Assignment	Understanding Images in Media Culture and Visual Experience - Critical thinking toward Issue and Develop Communication Solutions.	30%	CLO3
	Assignment	Initiative Design Project on Visual and Context and manage design project	30%	CLO4

Reading List	Recommended Text	• **Giorgia Aiello, Katy Parry 2019,** *Visual Communication: Understanding Images in Media Culture*, **SAGE [ISBN: 9781526417145]** • **Christine M. Piotrowski 2011,** *Problem Solving and Critical Thinking for Designers*, **John Wiley & Sons John Wiley & Sons [ISBN: 9781118015643]** • **Michael Wertheimer 2017,** *Max Wertheimer and Gestalt Theory*, **Routledge [ISBN: 9781351506465]** • **Management Association, Information Resources. 2019,** *Global Branding: Breakthroughs in Research and Practice: Breakthroughs in Research and Practice*, **IGI Global [ISBN: 9781522592839]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	