Course Name (English)	IDEA, IMAGE AND PRINT `APPROVED`
Course Code	VCM770

MQF Credit	

Course Description	This course encompasses critical and creative studies in design thinking and development. Thus in order to qualify the aims and objective of this course, candidates are required to perform a series of design research assignments through specific disciplines such as print, photography and graphic design. Throughout their learning process candidates will need to apply critical project management and planning methods in the generation of ideas as relevant visual communication solutions for either products or services of their choices, encompassing typography design, advertising, corporate branding, creative illustration, packaging design, animation and interactive multimedia. Development of ideas and concepts will be continuously discussed during critique sessions, presentation of research documents and visual sketches. Topics of issues in the discussion or critique will be on the materials related to visual communication design of both either print or electronic media.

Transferable Skills	Demonstrate ability to work professionally and contribute positively in a team. Demonstrate ability to plan and manage Online Business Demonstrate professional skills, knowledge and competencies. Demonstrate maturity of thoughts when responding to multiple inputs and contexts

Teaching Methodologies	Lectures, Lab Work, Studio

CLO		
	CLO1	Collect and Categorise the issues and problems on relevant disciplines (C6)
	CLO2	Identify issues and Integrate solutions with SWOT analysis for effective visual communication solution (A4).
	CLO3	Create visual solutions and initiate effective communication design-related disciplines with ethics and professionalism (P7)

Pre-Requisite Courses	No course recommendations

Topics
1. W1 – 2 Introduction to the course module   1.1) i. Discuss current issues relating to Visual Communication Design.   1.2) ii. Visual Communication Presentation Approaches.   1.3) iii. Discussion on Creative Thinking
2. W3 – 4: Discuss issues on Visual and Data Analytics with SWOT Analysis   2.1) i. Data analysis and numeric studies.   2.2) ii. Data Classification.   2.3) iii. Technology in Data analytic and visualisation.   2.4) iv. Data presentation
3. W5-6: Studio learning, Critical Thinking and experimental design   3.1) i. Data Analysis, Design Visual and Data analytic
4. W7-8: Discuss issues on Information design   4.1) i. Information and Data Visualisation   4.2) ii. Infographic Design
5. W9-10: Studio learning, Critical Thinking and experimental design   5.1) i. Design for visual data visualisation

6. W11-12: Discuss issues on Information design
6.1) i. Information and Data Visualisation
6.2) ii. Infographic Design
6.3) iii. Information and visual interpretation

7. W13-16: Studio learning, Critical Thinking and experimental design
7.1) i. Design various type of infographics
7.2) ii. Project Initiative - Design and Concept Development
7.3) iii. Design Project Management
7.4) iv. Design Ethics
7.5) v. Discussion Design and Visual Development
7.6) vi. Design Presentation Applications and Platforms

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Collect and Categorise the issues and problems on relevant disciplines (C6)	20%	CLO1
	Assignment	Identify issues and Integrate solutions for effective visual communication solution (A4)	20%	CLO2
	Assignment	Create visual solutions and initiate effective communication design-related disciplines with ethics and professionalism (P7)	60%	CLO3

Reading List	Reference Book Resources	• **David Bihanic 2014, *1. New Challenges for Data Design*, Springer [ISBN: 1447165969]** • **Liu Yikun, Dong Zhao, Zhao Dong 2015, *Visual Storytelling: Infographic Design in News*, Images Publishing Group [ISBN: 186470649X]** • **Sendpoints Publishing Co Ltd 2020, *The SWOT Analysis: Using your Strength to overcome Weaknesses, Using Opportunities to overcome Threats. CreateSpace.*, Sendpoints Publishing Co Ltd [ISBN: 9887928437]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	