

COURSE CONTENT

Course Code	DV3008
Course Title	Visual Communication IV
Pre-requisites	DV3010 (mutually exclusive with DV3000)
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this advanced level course, you will expand on visual communication research processes learned in previous courses to find unique design solutions to a topic that you have identified. You will learn and apply a range of advanced research strategies to investigate the core needs of the topic and develop your own unique set of design responses. The inquiring and speculative outlook of the course aims to encourage you to formulate your critical perspectives of design practice as well as to explore its interface with other bodies of knowledge. You will challenge assumptions around the role of design and professional practice, which will provide valuable knowledge for further independent design research.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Examine and locate your interest in the field of visual communication, as well as your critical perspectives on the field and its interface with other disciplines.
2. Identify and apply appropriate design research strategies to support analysis and synthesis of content and critical perspective.
3. Formulate a rationale and suitable design methodology that supports your design inquiry
4. Discuss how your design solutions are unique and address the identified needs of your topic.
5. Contribute to the learning environment by participating positively to class discussion, critiques and advanced visual communication activities.

Course Content

Contextualising Visual Communication Design

In this course you will be introduced to reflective process and techniques that support you to articulate your interest and position in the field of visual communication. This process will also be facilitated by reading of theory and discourses surrounding visual communication practice via several design seminars, leading to the creation of a design proposal and outcome that expresses and communicates your position and interest in the field of visual communication.

Visual Communication Design and Critical Perspectives

You will be introduced to techniques and strategies that support information gathering to contextualise and synthesize a line of inquiry with design. This process will also be facilitated by several design seminars to guide you to explore and formulate a methodology suited for design inquiry. You will also create a design proposal and undertake design explorations that draw on your critical perspectives of visual communication as well as its connection to other fields of knowledge.

Class assignments

Two creative projects which lead students to explore and articulate the connections between their interests in design with topics that is of personal interest and significance to them. The projects will be developed through seminars, consultations, class exercises and peer/instructor feedback sessions.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment: Project 1: Contextualising Visual Communication Design	1,2,3,4	--	40%	Individual
Final Project: Project 2: Visual Communication Design and Critical Perspectives	1,2,3,4	--	40%	Individual
Continuous Assessment: Participation	5	--	20%	Individual
Total			100%	

Reading and References

1. Bob Gil, *Forget all the Rules About Graphic Design, Including the Ones in this Book* Watson-Guption Publications, New York, 1981 ISBN 0-8230-1863-6
2. Marshall McLuhan, Quentin Fiore, *The Medium is the Massage*, Bantam Books, New York, 1967
3. Ian Noble, Russel Bestley, *Visual Research. An Introduction to Research Methodologies in Graphic Design*, Ava publishing, 2005, ISBN 2-88479-049-7

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subjected to adjustment by instructor according to students' progress, public holidays and unforeseeable circumstances.

Week	Topic	Course LO	Readings/ Activities
1	Contextualising Visual Communication Design - Introduction	1	Introductory Lecture Assigned Project 1: Contextualising Visual Communication Design
2	Contextualising Visual Communication Design – Design Seminars & consultations	1,2,3,4,5	Design Seminars to explore and discuss theory and discourses surrounding visual communication practice
3	Techniques and process for design inquiry	1,2,3,4,5	Class exercises to introduce and explore techniques and process for design inquiry
4	Creation of personal project brief and development design outcome for Contextualising Visual Communication Design	1,2,3,4,5	Class exercises. Independent development with supervisor support.
5-6	Studio development	1,2,3,4,5	Peer group work. Independent development with

			supervisor support.
7	Contextualising Visual Communication Design – Project Presentations and Critiques	4,5	Project Critique Student Presentations on assigned projects.
8	Visual Communication Design and Critical Perspectives - Introduction	1	Introductory Lecture Assigned Project 2: Visual Communication Design and Critical Perspectives
9-12	Visual Communication Design and Critical Perspectives – Seminars & Consultations	1,2,3,4,5	Design Seminars to explore and engage discussions on connecting and imagining Design in today’s world Class exercises to introduce and explore Design Research Methodologies Creation of personal project brief and development design outcome for Visual Communication Design and Critical Perspectives Consultation
13	Visual Communication Design and Critical Perspectives – Project Presentations and Critique	4,5	Project Critique Student Presentations on assigned projects.