

Module code	AX-1301		
Module Title	Introduction to Communication and Visual Arts		
Degree/Diploma	Bachelor of Arts (Design and Creative Industries)		
Type of Module	Major Option		
Modular Credits	4	Total student workload	10 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims To introduce visual communication and art appreciation with an emphasis on basic theoretical models of communications, and the elements and principles of art.			
Learning Outcomes: <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	- Describe theoretical models of communication and the concept of elements and principles of design - Identify relationships between communication and the visual arts, and its importance to the world	
Middle order :	60%	- Develop innovation, creativity and problem solving through research and experiments - Develop personal and interpersonal skills through practical and workshop sessions	
Higher order:	10%	-Evaluate arts appreciation through different types of art forms (disciplines) and its relationship with communication - Work and learn independently, organising and managing time and tasks	
Module Contents - Genderlect - Media Effects Theory - Maslow Hierarchy of Needs - Flow Theory, and Essentialist versus Constructivist Theories. - Study of design elements and art principles. - Communication and visual art disciplines - Perception, composition, visualization, and appreciation. - Creativity and practice problem solving skills.			
Assessment	Formative assessment	Biweekly assessment and feedback	
	Summative assessment	Examination: 60% Coursework: 40% - 2 individual written assignments (20%) - 1 group project (20%)	