Degree/Diploma E Type of Module N Modular Credits A Prerequisite N Anti-requisite N Aims To introduce visual communications, and the Learning Outcomes: On successful completion Lower order : 30% - Middle order : 60% - Higher order: 10% - Module Contents - - Module Effects Theory - - Maslow Hierarchy of Ne - - Study of design elemen - - - Study of design elemen - - Study of design elemen - - Study of design elemen - - - - -	Bachelor of Arts (Major Option None None None None None None None No	rinciples of art. <u>a student will be expected t</u> tical models of communica ign ships between communica ne world	tries) 10 hours/week 4 hours/week emphasis on basic theoretical models of		
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Module Contents - Genderlect - Media Effects Theory - Maslow Hierarchy of Ne - Flow Theory, and Essen - Study of design elemen - Communication and vis - Perception, composition	- Develop personal and interpersonal skills through practical and workshop sessions				
Module Contents - Genderlect - Media Effects Theory - Maslow Hierarchy of Ne - Flow Theory, and Essen - Study of design elemen - Communication and vis - Perception, composition	-Evaluate arts appreciation through different types of art forms (disciplines) and its relationship with communication				
Module Contents - Genderlect - Media Effects Theory - Maslow Hierarchy of Ne - Flow Theory, and Essen - Study of design elemen - Communication and vis - Perception, composition	- Work and learn independently, organising and managing time and tasks				
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- Perception, composition					
	ual art discipline	S			
- Creativity and practice	problem solving s	skills.			
Assessment Formati	ve assessment	Biweekly assessment	and feedback		
Summat	mative assessment	Examination: 60%			
	tive assessment				
	tive assessment	Coursework: 40%			
	tive assessment	Coursework: 40% - 2 individual written	assignments (20%)		