

## COURSE CONTENT

<b>Course Code</b>	DV3008
<b>Course Title</b>	Visual Communication IV
<b>Pre-requisites</b>	DV3010
<b>No of AUs</b>	3
<b>Contact Hours</b>	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.