

Module code	AC-2202		
Module Title	Analysing Visual Communication		
Degree/Diploma	Bachelor of Arts		
Type of Module	Core/ Breadth/ Minor Core		
Modular Credits	4	Total student workload	8-10 hours/week
		Contact hours	2 hours/week
Prerequisite	Nil		
Anti-requisite	Nil		
Aims			
This module aims to provide students with the tools for the analysis and interpretation of visual communication, as well as opportunities for the creative production and purposeful use of visual texts. It also introduces students to the role of mass visual communication and traces its development in relation to modern society.			
Learning Outcomes:			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	Understand the basic knowledge of analysing visual communication, focussing on visual theories.	
Middle order :	30%	Apply the knowledge through group work and research independently on the theories learned to assist in the writing and writing of their visual journal.	
Higher order:	30%	Communicate ideas and discuss relevance of opinion during TBL discussion, evaluate problem scenarios in teams, and write a written journal to apply and show their academic competence on what they have learned.	
Module Contents			
<ol style="list-style-type: none"> 1) Concepts and application of visual culture 2) Concepts and application of visual theories for the purpose of analysis 3) Explanation and application of concepts to different visual genres. 4) Analysis on the design value and effectiveness of visual products. 			
Assessment	Formative assessment	TBL weekly tests to assess their understanding and to provide feedback on their learning.	
	Summative assessment	Examination: 40% Coursework: 60% - Visual Journal (30%) - TBL Ready Assurance Assessments (30%)	