



The entire programme comprises **6 modules** (60 credits in total), to be completed in **12 months**.

**Module 1 - Communication Design Principles and Visual Literacy** (9 credits, 10 lessons, 5 weeks in duration)

Introduces a set of graphic design principles and methods (like emphasis, balance, contrast, repetition, proportion, pattern, and variety etc.) to students. By integrating visual literacy into the design process, it helps students learn to apply a wide range of basic design elements (shape, color, space, form, line, value, and texture). In addition, students can express their ideas and resolve common aesthetic problems in practical visual communication design.

**Module 2 - Introduction to Design Theories and Visual Cultures** (9 credits, 10 lessons, 5 weeks in duration)

This module introduces fundamental design theories that enable designers to talk eloquently about their design and how theoretical decisions lead to their chosen outcome. The skill will help them investigate how cultural meanings are articulated, interpreted, and communicated in creative industry through different forms of visual-cultural practices, such as graphics, films, photographs, and advertisements.

**Module 3 - Digital Image and Type** (6 credits, 10 lessons, 5 weeks in duration)

This module defines the content and form relationship and focuses on three significant aspects: form, content, and function. Creating images and types as visual communication with basic design software (Adobe Photoshop and Adobe Illustrator) helps students look at an image carefully, critically, and with an eye for the intentions of the image's creator with digital tools.

**Module 4 - Production Technique and Process for Communication Design** (9 credits, 10 lessons, 5 weeks in duration)

This module introduces the production technique across print and digital format. By demonstrating the step-by-step output process (desktop publishing, pre-press and post-press production) of communication designs, students will be able to compare the effectiveness of different visual communication formats and apply them in design production.

**Module 5 - Collaborative Design Project** (18 credits, 20 sessions, 10 weeks in duration)

This module enables students to take the form of group work to work on a student-driven collaboration project. Students will develop a self-directed group project to meet the specific requirements within and across disciplinary boundaries. Students will demonstrate independence and a professional approach to collaborative research and project management from brief setting to pitching presentation practice.

**Module 6 - Design Project Management and Creative Practice in Hong Kong** (9 credits, 10 lessons, 5 weeks in duration)

This module requires students to apply the knowledge and skills acquired in the 5 modules learned in this programme to create a self-initiated design project. Project topics are expected to be wide-ranging which include but not limited to personal, commercial, social, and cultural aspects in Hong Kong. Students will practice decision making and critical analysis of design elements application as well as art direction to engage target audience.