



香港城市大學
City University of Hong Kong

Development of an Interactive e-Learning Platform for Enhancing Students' Visual Literacy

Project Number: 6000359

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Abstract:

Visual literacy is of utmost importance in the information age. However, with the text-based study environment in primary and secondary education, the visual literacy of our incoming cohort of students is not always of the highest level.

Communication is one of the generic skills that University students should attain and excel in before graduating. In addition to written and verbal communication that we always emphasise, visual communication is also important to complete students' mastering of communication skills.

The aim of the project is to develop a web-based interactive e-learning package for access of students University-wide to enhance their visual literacy. The content includes principles of visual expression and communication, samples of different visual expression media, and problems and issues of visual communication for further exploration. Interactive material will be the focus of the e-learning platform so as to engage students' learning.

It also serves to supplement the classroom teaching of a new GE course to be offered starting Semester A in 2011. Interactive elements for students enrolled in this new course - GE1304 Visual expression & communication will also be included to enhance teaching and learning.