

# COM4504: COMMUNICATION DESIGN

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Communication Design

### Subject Code

COM - Media and Communication

### Course Number

4504

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

EN3524 Desktop Publishing Design and Production

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course examines communication interface design through graphic media and images. By actively participating in case studies, campaign analyses and creative activities, students will detect, analyse and apply the principles, theories, aesthetics

and skills of effectively creating brands, communicating corporate identity, and designing visual elements. The process of developing creative projects that explores a range of design issues and software applications will also provide opportunities for students to apply theories into practice.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge of the basic principles of communication design	40	x	
2	Sharpen sense of aesthetics and skills in effectively creating brands, communicating corporate identity, and designing visual elements	30		x
3	Analyse and apply communication design theories into interface design tasks	30	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Class discussions	Class discussions on topics such as creative design strategies, colour theory, typography, signs and symbols, identity and culture, message appeals, and others through working on case studies and campaign analyses	1, 2	1.5 (for 12 weeks)
2	Exercises and tasks	Exercises and creative tasks addressing specified communication design issues through individual, paired and group activities in class and out of class	1, 2	1.5 (for 12 weeks) + Out-of-class time
3	Projects	Design and production of creative projects with a range of media applications	3	

**Assessment Tasks / Activities (ATs)**

	<b>ATs</b>	<b>CILO No.</b>	<b>Weighting (%)</b>	<b>Remarks ("- for nil entry)</b>	<b>Allow Use of GenAI?</b>
1	Case Study: Critique and presentation	1, 2	20	-	Yes
2	Creative Project: Task 1: Marketing plan Task 2: Execution Task 3: Presentation	1, 2, 3	70	-	Yes
3	Attendance and participation	1, 2, 3	10	-	Yes

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Case Study: Critique and presentation

**Criterion**Case Study: Quality of analysis  
Data collection  
Organization  
Presentation style and skills**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

**Assessment Task**Creative Project: Task 1: Marketing plan  
Task 2: Execution  
Task 3: Presentation**Criterion**Creative Project: Creativity  
Originality  
Organization  
Visual presentation**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Attendance and participation

**Criterion**

Participation in classes

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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## Part III Other Information

**Keyword Syllabus**

Integrated marketing communication, Approaches to visual analysis, Creative design strategies, Colour theory, Typography, Signs and symbols, Identity and culture, Message appeals, Design project management, Production skills, Image editing and transformation, Graphic design, Portfolio preparation

**Reading List**

**Compulsory Readings**

Title	
1	Johansson, K., P. Lundberg, & R. Ryberg (2007). A Guide to Graphic Print Production (2nd ed.). Hoboken, N.J.: Wiley.

**Additional Readings**

Title	
1	Dabner, D. (2004). Graphic Design School: The Principles and Practices of Graphic Design. London: Thames & Hudson.
2	Fiell, C., & P. Fiell (Eds.). (2005). Graphic Design Now. Köln; London: Taschen.

3	Gordon, B., & M. Gordon (2002). The Complete Guide to Digital Graphic Design. New York: Watson-Guptill Publications.
4	Landa, R. (2001). Graphic Design Solutions (2nd ed.). South Africa: OnWord Press.
5	Ocepek, L. D. (2003). Graphic Design: Vision, Process, Product. Upper Saddle River, N.J.: Prentice Hall.
6	Purvis, A. W. & M. F. Le Coultre (2003). Graphic Design 20th Century. New York: Princeton Architectural Press.