

COURSE DETAIL

PRINCIPLES OF COMMUNICATION DESIGN

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

107

UCEAP Course Suffix**UCEAP Official Title**

PRINCIPLES OF COMMUNICATION DESIGN

UCEAP Transcript Title

COMM DESIGN

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines the principles of communication design. Topics include the various domains of visual communication theories, concepts of visual communication, communication design and production processes; how visuals can come to influence understanding and perspectives of communication; how one can communicate through visual media; techniques of visual communication expression and presentations; how to plan and manage the communication design process from initial development to the final product; and ideate, curate and critique independent and group projects to promote collaborative classroom learning.

Language(s) of Instruction

English

Host Institution Course Number

NM3217

Host Institution Course Title

PRINCIPLES OF COMMUNICATION DESIGN

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communications & New Media

[Print](#)