

# 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 Course Details****Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Communications & New Media

**Course Last Reviewed**

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