

DES520 Communication Design for Business

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

All successful and innovative ideas always accompanied by intentionally designed communication messages. Aiming to elevate business graduates' and professions' visual and design sensitivity, this enrichment course examines the theoretical knowledge and practical application of how design elements and principles affect the production, communication and interpretation of information in physical and digital spaces to support the design and development of business documents, such as report and presentation slides, that are useful, usable and desirable. Note: This is not a business report writing or presentation course.

Topics:

- Design for experiences: Reading vs viewing
- Information design principles and techniques
- Vocabulary of visual messages: Elements and principles
- Document design I: Typography and color theory
- Document design II: Photographs, illustrations, charts and diagrams
- Document design III: Layout and composition

Learning Outcome:

- Appraise the value of design in relation to the production of documents
- Develop design language commonly used in communication design discipline
- Examine the relationship and interaction of design elements in various types of document design
- Defend document design decisions with principles and techniques eloquently
- Compose appropriate design language to communicate with designers
- Create effective and visually pleasing documents that evoke sensorial responses from intended audience
- Evaluate the effectiveness of document using appropriate design language

Assessment Strategies - Regular Semester (Evening Class):

| Components | Description | Weightage Allocation (%) |
|-------------------------------|---------------------------|--------------------------|
| Overall Continuous Assessment | QUIZ 1 | 20 |
| | TUTOR-MARKED ASSIGNMENT 1 | 30 |
| Overall Examinable Components | ECA | 50 |
| Total | | 100 |

*The information listed is subject to review and change.