

VIS499 Capstone Project

Level: 4

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

This research-based course consolidates the student's overall learning from the programme through the applications of key business skills and artistic techniques towards a visual communication project that addresses the specific needs of a particular business sector such as marketing, advertising, media and communication.

Topics:

- Course overview; choosing a topic, framing a research question and conducting a literature review
- Quantitative & Qualitative Research methods: collecting, managing and interpreting data from the survey
- Hypothetical survey analysis of a brand in specific market. Role-play the survey and carry out mock-presentation of the findings
- Preparing the research proposal and drafting questionnaires. Field work on collection and analysis of data, scheduling final report progression
- Research subject: From topic to question and finding the answers
- Research Method I: Scope of visual culture and communication research
- Research Method II: presenting a logical framework for research statement

Textbooks:

Pontis, S. (2019): Making sense of field research: A practical guide for information designers
Routledge (Taylor & Francis)
ISBN-13: 9781351819114

Learning Outcome:

- Review the literature on a topic and frame a suitable research question
- Devise a research methodology to investigate your research question
- Undertake data collection and analyse gathered data
- Demonstrate competency in research report writing
- Hypothesize a communication narrative and marketing strategy for the purpose of creating a brand or corporate image, an advertising campaign, or a media strategy

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PROJECT PROPOSAL 1	20
Overall Examinable Components	Oral Exam	10
	Project	70
Total		100