

MODULE SPECIFICATION

Module Title	Digital Communication Techniques
Module Code	COMM 151
Module Credits	4
Pre-requisites (including Year 1)	N/A

Description

Course Overview
This course offers an in-depth exploration of digital communication tools and practices essential for careers in creative fields. Students will learn to use these tools to develop effective communication strategies and establish their digital identities.
Method of Teaching and Learning
This module will be taught using a combination of lectures, tutorials and consultation hours. Learning will also be reinforced by appropriate readings from the course text.
Syllabus
<p>Modules</p> <ol style="list-style-type: none"> 1. Overview of the Course 2. Research Techniques and Strategies 3. Social Media Research Project 4. Introduction to Digital Software - Photoshop, MS Office 5. Digital Visual Communication 6. Design Tools and Techniques - Photoshop 7. Digital Presentation Techniques - Photoshop 8. Visual Branding and Identity - Photoshop 9. Building of Social Media Profiles 10. Web Development Trends, Brands, and Media Platforms 11. Professional Presence through Online Platforms 12. Data Mining, Curation, and Analysis on Social Media 13. Communication using Digital Elements 14. Professional Video Production 15. Future of Digital Communication Techniques 16. Final Presentation of Digital Communication Projects <p>Final Exam</p>

Assessment

Assessment Type	% of Final Mark
Digital Portfolio Project	10%
Photoshop Project	20%
Digital Branding and Identity Project	15%
Professional Video Project	15%
Peer Reviews	10%
Final Exam	10%
Presentation	10%
Course Participation	10%

<i>Range</i>	<i>Letter Grade</i>
90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
< 60%	U

Textbooks

All Reading Materials will be distributed in Class

Mandatory Textbooks

Title	Author	ISBN/Publisher

Optional Textbooks

Title	Author	ISBN/Publisher
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Reference Textbooks

Title	Author	ISBN/Publisher
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