

**HW0209**
**ACADEMIC COMMUNICATION IN THE ARTS, DESIGN AND MEDIA STUDIES**

Study Year : ADM Year 1

Academic Units : 2 AUs

Pre-requisite : Nil

**LEARNING OBJECTIVES**

By the end of this course, you will be able to:

1. Recognize the relationship between the practices of analyzing, evaluating and creating Art, Design and Media (ADM) texts and the process of communicating them;
2. Incorporate audience, context and purpose, along with applicable resources to deepen your analyses of ADM texts;
3. Enhance your ideas by integrating them with evidence, referencing them and organizing them into persuasive narratives;
4. Employ effective and persuasive rhetorical strategies for communicating your ideas in written, oral and multimedia communication forms;
5. Communicate in your own voice confidently.

**CONTENT**

In this course, you will review the practices of analyzing, evaluating and making Art, Design and Media (ADM) texts, and discuss the importance of communicating them. You will consider the audience, context and purpose of a text and other applicable resources in order to deepen your own analyses. You will work on enhancing your ideas by integrating them with evidence, referencing them and organizing them into persuasive narratives. You will practice employing written, oral and multimedia communication forms to construct more effective reviews, project proposals and pitches. Finally, you will explore how to use your own voice confidently when communicating your ideas, and practice rhetorical skills to communicate these ideas in a persuasive manner.

**COURSE OUTLINE**

<b>Week</b>	<b>Tutorial topics</b>	<b>Reading/Activities</b>
1	No tutorial	-
2	Introduction: Communicating ADM texts	Unit 1
3	Review writing I: Generating and supporting your views	Unit 2
4	Review writing II: Writing from sources	Unit 3
5	Review writing III: Evaluating narratives	Unit 4
6	Project Proposal I: Understanding a project proposal	Unit 5
7	Project Proposal II: Organizing a project proposal	Unit 6
8	Project Proposal III: Using multimodal communication	Unit 7
9	Pitching I: Discovering the pitch	Unit 8
10	Pitching II: Practicing verbal and nonverbal communication strategies	Unit 9
11	Pitching III: Fielding questions	Unit 10
12	In-class presentations	Student presentation
13	In-class presentations; Course review	Student presentation

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**STUDENT ASSESSMENT**

Students will be assessed by 100% continuous assessment. The assignments will focus on the course objectives of achieving proficiency in review writing, presenting multimodal project proposals and pitching ideas effectively.

<b>Assessment</b>	<b>Weighting</b>
<b>Review Writing</b> Students will generate an original review of and an Art, Design Media text.	<b>20%</b>
<b>Project Proposal</b> Students will present an original Art, Design, Media project using words, images and/or multimedia forms.	<b>35%</b>
<b>Oral Presentation</b> Students will give a 3-5 minute pitch (oral presentation) of their second assignment.	<b>30%</b>
<b>Class participation</b>	<b>15%</b>

**TEXTBOOKS/REFERENCES**

The course pack has been designed and printed by the Language and Communication Centre.