**HW0209 Academic Communication in the Arts, Design and Media Studies**

**Study year:** ADM Year 1  
**Academic units:** 2 AUs  
**Pre-requisite:** Nil  
**Tutorial hours:** 24 (weekly tutorials of 2 hours)

**CONTENT**

In this course, students will discuss how effectively communicating their ideas about art, design and media projects can help their studies and career. Students will integrate the broader conversations surrounding ADM texts into their own work to give it greater depth. Students will practice using written, oral and multimodal communication strategies to construct more effective reviews, project proposals and oral presentations so that others can better appreciate their ideas and their work.

**LEARNING OUTCOMES**

Upon successful completion of the course, the students should be able to:

1. discuss the importance of your work and the work of others;  
2. integrate the broader conversations surrounding ADM texts into your own work; and  
3. use written, oral and multimodal communication strategies in your academic communication.

**COURSE SCHEDULE**

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<tr>
<th>Week</th>
<th>Tutorial topics</th>
<th>Reading/Activities</th>
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<tbody>
<tr>
<td>1</td>
<td>No tutorial</td>
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| 2    | Introduction: Communicating ADM texts | Unit 1  
1. Recognise the importance of the purpose, audience and context of ADM texts and in writing about them; and  
2. Discuss the role of description, analysis, interpretation and evaluation in writing about ADM texts. |
| 3    | Review writing (I): Practising academic writing skills | Unit 2  
1. Practice the skills of description, analysis, interpretation and evaluation in writing a review; and  
2. Identify relevant criteria for writing critically about ADM texts in a review. |
4 Review writing (II): Writing with support from sources

Unit 3
1. Identify relevant, accurate and authentic sources;
2. Employ these sources to support and add depth to your ideas in writing about ADM texts; and
3. Acknowledge your sources through the accurate use of an academic citation system.

5 Review writing (III): Evaluating your review

Unit 4
1. Recognise the different writing styles, tones, registers and dictions of review writing;
2. Integrate purpose, audience and context into your criteria selection and writing style; and
3. Organise the description, interpretation, analysis and evaluation in your review.

6 Project proposal (I): Reviewing project proposals

Unit 5
1. Identify the purpose of writing a proposal and the audience for which it is intended;
2. Recognise the key elements of a project; and
3. Analyse key themes, ideas and critical conversations and how they are expressed in a project proposal.

7 Project proposal (II): Composing project proposals

Unit 6
1. Articulate the purpose of your project proposal;
2. Compose your main themes and ideas and their relevance to the broader context of your field; and
3. Describe how your ideas are reflected through the particular text you propose to create.

8 Project proposal (III): Evaluating project proposals

Unit 7
1. Analyse the content and language of academic project proposals; and
2. Identify the appropriate and relevant language for articulating your proposal idea.
9 Project proposals (IV): Using multimodal communication

Unit 8
1. Arrange appropriate and relevant multimodal elements to create and enhance the meaning; and
2. Evaluate the work of your peers.

10 Oral presentation (I): Creating and organizing presentations

Unit 9
1. Identify the audience, context and purpose of your talk;
2. Recognise the key features and rhetorical strategies of a persuasive pitch presentation; and
3. Assemble your ideas into a concise, persuasive narrative that you can confidently communicate.

11 Oral presentation (II): Practicing oral communication strategies

Unit 10
1. Practice verbal and non-verbal communication skills for persuasive oral presentations;
2. Practice strategies for dealing with questions and providing articulate and concise answers; and
3. Practice and critique pitch presentation.

12 In-class presentations

Student presentations

1. Apply communicative skills in the presentation; and
2. Critique each other’s presentation skills.

13 In-class presentations; Course review

STUDENT ASSESSMENT

Students will be assessed by 100% continuous assessment. The assignments will focus on the course objectives of achieving proficiency in writing academic essays and presenting arguments effectively.

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<th>Assessment</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Written assignments</td>
<td>60%</td>
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<tr>
<td>Academic presentations</td>
<td>25%</td>
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<tr>
<td>Class participation</td>
<td>15%</td>
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Written assignments

Students will demonstrate their skills learned in this course through 2 written assignments. Both assignments are individual assignments.

Academic presentations

Students will give a three-minute oral presentation that is based on their second assignment.
The course pack has been designed and printed by the Language and Communication Centre.