HW0209 Academic Communication in the Arts, Design and Media Studies

Study year: ADM Year 1, Semester 2  
Academic units: 2 AUs  
Pre-requisite: Nil  
Tutorial hours: 24

**CONTENT**

This course aims to equip Art, Design and Media students with the necessary skills to analyse, evaluate and make Art, Design and Media (ADM) texts, and discuss the importance of communicating. Students will consider the audience, context and purpose of academic texts, how such texts are structured, and key features of their linguistic presentation. Students will also practice presenting their own academic ideas to their tutor and fellow students.

**LEARNING OBJECTIVES**

The objectives of this course are to equip students with the necessary skills for communicating in the arts, design and media by:

1. writing an exhibition review;
2. producing an ADM project proposal; and
3. delivering an oral presentation on an ADM project.

**LEARNING OUTCOMES**

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

1. understand various approaches to reading and analysing academic texts relevant to Arts, Design and Media;
2. write a review of an art exhibition, using relevant techniques of academic writing;
3. write a project proposal using an appropriate and effective approach; and
4. present their own proposal verbally in clear and concise fashion.

**COURSE SCHEDULE**

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<th>Week</th>
<th>Tutorial topics</th>
<th>Reading/Activities</th>
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<tr>
<td>1</td>
<td>No tutorial</td>
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<tr>
<td>2</td>
<td>Introduction to academic communication in ADM</td>
<td>Unit 1</td>
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<td>3</td>
<td>Review writing (I): Generating and supporting your views</td>
<td>Unit 2</td>
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<td>Review writing (II): Writing from sources</td>
<td>Unit 3</td>
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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 writing academic essays and presenting arguments effectively.

Assessment | Weighting
---|---
Written assignments | 55%
Academic presentations | 30%
Class participation | 15%

TEXTBOOKS/REFERENCES

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