

COM - APPLIED COMMUNICATIONS (COM)

COM 1003 Digital Storytelling (2-2-3)

Provides hands-on experience to tell a story in digital format using basic techniques and tools. Applying audio, video and text in a simple narrative structure, students develop projects to familiarise themselves with the process of digital media production. Encourages to deconstruct and critically reflect on story, coherence and production value

COM 1123 Introduction to Media Technology (2-2-3)

This course introduces students to industry standard tools, techniques and processes for various media technologies, in particular vector and raster graphics, 2d animation and interactive media. It will provide a foundation for students to apply and develop their technical skills throughout their study program.

COM 1143 Visual Communications (2-2-3)

Introduces the language of visual communication and drawing to build knowledge of the elements and principles of design in the context of visual communication by examining the multiple ways in which they interact. The course aims at developing practical communication skills and proficiencies needed to enter the creative industries sector through drawing as a tool to translate broad concepts into visual images and to illustrate the elements and principles of design.

COM 1153 Media Literacy (3-1-3)

Introduces students to the historical and conceptual framework media literacy concepts and increases their functional literacy so that they can access, analyze, evaluate and create media messages of all kinds. The course provides the tools and skills that help to understand the role media plays in shaping, reflecting and, at times, manipulating social realities. The course offers insight into media production processes and encourages critical thinking, so that students can understand and navigate through complex media environment we live in.

COM 1203 Photography (2-2-3)

This course gives students an overview of concepts, techniques, and technologies used in professional photography. From identifying main historical developments to operating the latest technologies, this course helps students to develop conceptual and technical skills needed for the production of high-quality images required by the media industry.

COM 1223 History of Media and Design (3-1-3)

Through research and practical projects, this course introduces major historical genres and movements in design and media, examining how art and design movements, styles and practices, continue to influence design and media today. The course reviews formal characteristics and principals of design movements and media. The course will help students develop their own language and critical examination of the practice of design and media.

COM 2003 Convergent Journalism (3-1-3)

Introduces students to the practice of journalism and helps them understand the role journalists play in reporting, processing and production of news, multi-platform news environment, and application of journalism. Covers the basic theories of mass communication as well as ethics and laws that are governing news reporting and editing. Explores the definitions, values and principles of news to create a broad understanding reporting, editing and presenting news.

COM 2103 Creative Writing (3-1-3)

Introduces the fundamentals of creative fiction and non-fiction writing, including character development, conflict, setting, narrative, dialogue, copywriting, and anecdotes. Explores a variety of literary works and writing techniques. Students develop a critical vocabulary for discussing fiction and engage in frequent writing exercises to refine their creative writing skills.

COM 2313 Project Management for Media (2-2-3)

Introduces essential principles, methods, tools, and techniques of project management in media projects. Explores the role of the project manager in project setup, execution, control, analysis, and review. Applies industry-standard tools and practices through simulated media projects to provide an authentic learning experience.

COM 3606 Work Placement I (0-15-6)

Provides students with work experience in a professional work environment to develop their work ethics, habits and practices necessary for entering into employment. Under the mentorship of a work supervisor, students take different job roles to build competencies and skills in real work situations that enable them to put in practice the vocational skills learned at the college.

Prerequisites: WPR 0100

COM 3616 Work Placement II (0-15-6)

Provides students with work experience in a professional work environment to develop their work ethics, habits and practices necessary for entering into employment. Under the mentorship of a work supervisor, students take different job roles to build competencies and skills in real work situations that enable them to put in practice the vocational skills learned at the college.

Prerequisites: WPR 0100

COM 3713 Media Law and Ethics (3-1-3)

Introduces main concepts of media law and ethics in media professions specifically in publications, advertising, press, graphic design, video production and online media. This course will also introduce students to concepts like bias, defamation, intellectual property rights, privacy and confidentiality and copyright.

COM 4003 Freelancing for Creative Industries (3-1-3)

This course introduces freelancing in the creative industries, covering business aspects such as marketing, branding, client management, contracts, and financial management. Students will learn how to identify and target potential clients, develop portfolios and to navigate legal and ethical issues such as copyright laws and client relationships. The course explores the challenges and opportunities associated with freelancing, such as the need for adaptability and self-discipline. The course equips students with the skills needed to succeed as freelancers in a constantly evolving industry.