

# COM - APPLIED COMMUNICATIONS (COM)

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## COM 1003 Digital Storytelling (3-1-3)

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)

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

## COM 1143 Visual Communications (3-1-3)

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 (3-1-3)

Develops conceptual and technical skills needed to function as a professional photographer working in a variety of media and platforms. Explores both analog and digital technology as students work in an experimental and critical environment to appreciate both historical developments and contemporary practice in commercial photography. Leads to the creation of a mini digital portfolio.

## 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)

Explores the basic elements of creative fiction and non-fiction writing, including characters, conflict, setting, narrative and dialogue as well as writing the news, press releases, copywriting, etc. Students will read a variety of works of fiction as well as texts on writing creatively. Students will develop vocabulary for talking about how fiction works and how to write creatively. Frequent writing exercises will give students the opportunity to practice and hone their creative writing skills.

## COM 2313 Project Management for Media (3-1-3)

Provides the essential knowledge of project management principles, methods, tools and techniques used in media projects. Develops a broader understanding of what constitutes a project, and the role of a project manager in project set up, execution, control, analysis and reviews. Applying industry-standard tools and practices, media projects are simulated to provide authentic learning experience

## COM 3013 Interviewing and Presenting (3-1-3)

Developing techniques to perform interviews for different media (TV, radio and newspaper). Selecting the appropriate people for their stories, preparing for the interviews, asking the right questions, and managing the interviews to stay focused on the main subject in the given time. Learning how to summarize the interview and their notes, editing the information and creating the final story in the appropriate media format.

## 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 and digital media. This course will also introduce students to concepts like defamation, intellectual property rights, privacy and confidentiality and copyright.