DGC 1180 Communication Design: History (3,2,1) (E) and Theory

This course provides a grounding in fundamental visual communication theory, understanding of graphic style from design history, and creative thinking methodology. It serves as an introduction for the students to experience and appreciate contemporary visual communication forms and creative concepts through an analytical and critical approach. It aims at paving the way for developing the student's own concepts in digital graphic communication. Alternative teaching methods will be used to provide more in-depth instructions.

DGC 1190 Communication Design (3,2,1) (E) Fundamentals: Form, Composition and Meaning

This course will introduce students to a comprehensive understanding of the effective usage of digital typography and incorporating typography into print communications through desktop publishing and e-book. The structure is a combination of fundamental typography, alignments and grid systems as well as understanding of visual hierarchy arrangement of both text and visual images.

DGC 1200 Visualization Skills for Creative (3,2,1) (E) Design Processes

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning

As part of the conceptual design process, the learning goal of this programme focuses on the cognitive theory and applications of rendering visual ideas and observations by hand with different media. The major learning activities will be hands-on practice in studio drawing format together with demonstrations on techniques by the respective experts in the field.

DGC 1210 Creative Digital Imaging (3,1,2) (E)

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning (waived for Computer Science majors)

This course provides the fundamental principles and hands-on study in two dimensional and three dimensional image-processing graphics systems. Emphasis is put on developing the students' capabilities of digital imaging manipulation in both 2D and 3D environments. Topics include applications of digital graphics, input and output devices, file formats, basic building techniques of 3D graphics, visual timing curves, and motion paths and storyline flow charts.

DGC 1330 Interactive Computing for Visual (3,3,0) (tbc) Communication

This introductory course aims to prepare students with solid and comprehensive understanding of the associated elementary theories and principles in the field of computer science and visual communication in order to appreciate, embrace and exploit the new medium. This is not a programming nor a visual design course but a course focusing on the interdisciplinary knowledge applicable in understanding the implications and potentials of the new medium in our daily life applications. Through both lecturing and hands-on practising, students will learn how the new medium operates and express their own creativity through developing their own new media applications.

DGC 2130 Communication Design (3,2,1) (E) Management I: Enterprise and Innovation

This aim of this course is to introduce students to the business which sits at the foundation of communication and design entities and to the management concepts which are specific to the process of communication and design. Students will come away from this programme with an understanding of the business behind communication design. Students will be able to identify their personal philosophy and preferred style of management. They will be able to apply economics to creative endeavors. Students will be able to compare and contrast management in the design context with management in general. They will develop an understanding of people as resources and individuals and learn the idiosyncrasies of dealing with visual thinkers. Students will be able to identify and apply the appropriate financial measure of success to the communication design enterprise. Students will be able to estimate the value of brand and separate from the conceptual basis of value in goods and services. And, students will develop a basic understanding of leveraging the work of others through strategic alliances, acquisitions and mergers.

DGC 2161-2 Digital Graphic Communication (0,*,*) (tbc) Practicum I & II

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning

Students gain practical experience in managing design projects by operating under the Digiforce (DF). Digiforce is a student organization which is jointly run by second and third year DGC students. Through a series of projects, students learn how to plan, organize, visualize, design and work as a team.

DGC 2170 Interactive Media I: Convergence, (3,1,2) (E) Information and Interface

Prerequisite: DGC 1190 Communication Design Fundamentals: Form, Composition and Meaning and DGC 2220 Digital Audio and Video Production (for DGC majors); or DGC 1210 Creative Digital Imaging (for Computer Science majors)

Co-requisite: I.T. 2510 Multimedia Applications Development (for Computer Science majors)

Multimedia is commonly described as a woven combination of text, graphic, sound, animation and video elements. In addition, the interactivity offered by the computer platform in allowing the user to control when and what elements are delivered has been its advantage over other traditional medium. In order to harness the power of this new medium, a thorough study of its operational principles is inevitable. In this course, the student will be first introduced the elements of the multimedia building blocks (text, graphics, animation and video). After grasping the basic knowledge, students will be guided through the multimedia production and management process together with the examination of constraints in different genres of new media (CD-ROM, DVD and WWW). Multimedia authoring techniques and interactivity design are illustrated using the tools of the trade such as Director and Flash. After completing this course, students will be equipped with solid know-how in handling interactive multimedia project.

Lectures, workshops, and seminars are conducted with the aid of software, CD-ROMs, Web sites and videos on the course.

DGC 2220 Digital Audio and Video (3,1,2) (E) Production

Prerequisite: DGC 1210 Creative Digital Imaging

This course covers the study of a variety of audio and video formats and their recording characteristics and explores the tools and techniques for bringing motion video and audio together using computer-assisted devices. It also offers basic study of the acoustics and physics of sound and develops students' hands-on skills and creative ability to apply this knowledge to a variety of sound recording and processing devices. Basic skills of linear and non-linear audio/video editing are developed and applied to motion picture and multimedia productions.

DGC 2310 3-Dimensional Modelling and (3,1,2) (E) Animation I: Object, Character and Environment

Prerequisite: DGC 1210 Creative Digital Imaging

This course deals with the fundamental principles of building models and computer animation techniques in the 3-dimensional environments. Students are taught the basic concepts of model construction, surface attributes, lighting and rendering. They are expected to develop personal concepts, characters and storyboards. Visual timing curves, geometry parameter curves, motion paths and storyline flow charts are some of the techniques covered.