



Course Category	Creative Studies
Course Title	Visual Communication and Brand Design
Course Code	DA218
Medium of Instruction	Chinese
Duration	24.0 hour(s)
Pre-requisites	Nil
Course Fee	Macao Resident: MOP2,600 Non-Macao Resident: MOP2,600
Certificate	Students who have obtained a passing grade of the course and attended no less than 70% of the class sessions will be issued a course certificate by UTM. The passing grade of the course is 50.
Outline	<ul style="list-style-type: none">• Visual communication theories (visual culture, semiotics and colour theories)• The role of visual communication in marketing and the language of visual design• Introduction and practice of infographics• Design principles for communication strategies• Layout composition of grids and typography• Introduction to branding• Branding exploration• Branding practice
Teacher	Please refer to the schedule