



香港城市大學
City University of Hong Kong

Visual Communication and Advertising Design in Progress

Project Number: 6000148

Principal Investigator: Dr Ming CHEUNG

Grant Type: TDG

Abstract:

This project aims to enhance the pedagogy design and curriculum development of three undergraduate courses (EN3566 Visual Communication, EN2809 Introduction to Advertising, EN3524 Desktop Publishing Design and Production) offered by the Department of English and Communication, so as to make them align with the OBTL development in the University. By integrating theory and practice, students are expected to become more creative and effective communicators in the increasingly globalized and visual-oriented world.