



GE 1304

Visual Expression and communication

視象傳達

Course Aim

This course aims to introduce you to the **various types of graphics** associated with our **living environment** and the aspects of **meanings** behind, and to develop a basic understanding of **visual expression**, its role in **communication** and its **problems**.





GE 1304 Visual Expression and communication 視象傳達

Course Intended Learning Outcomes (CILOs)

CILO 1 *Identify* the different types of graphical representation in use in daily life to describe our environment.

CILO 2 *Identify* the meanings and roles of different types of graphical representations.

CILO 3 *Evaluate* the problem of visual expression.

CILO 4 *Explain* the essential elements in visual expression and its role in communication.

CILO 5 *Produce* a set of graphics which effectively express a specific set of meaning.

GE 1304 Visual Expression and communication 視象傳達

Course content

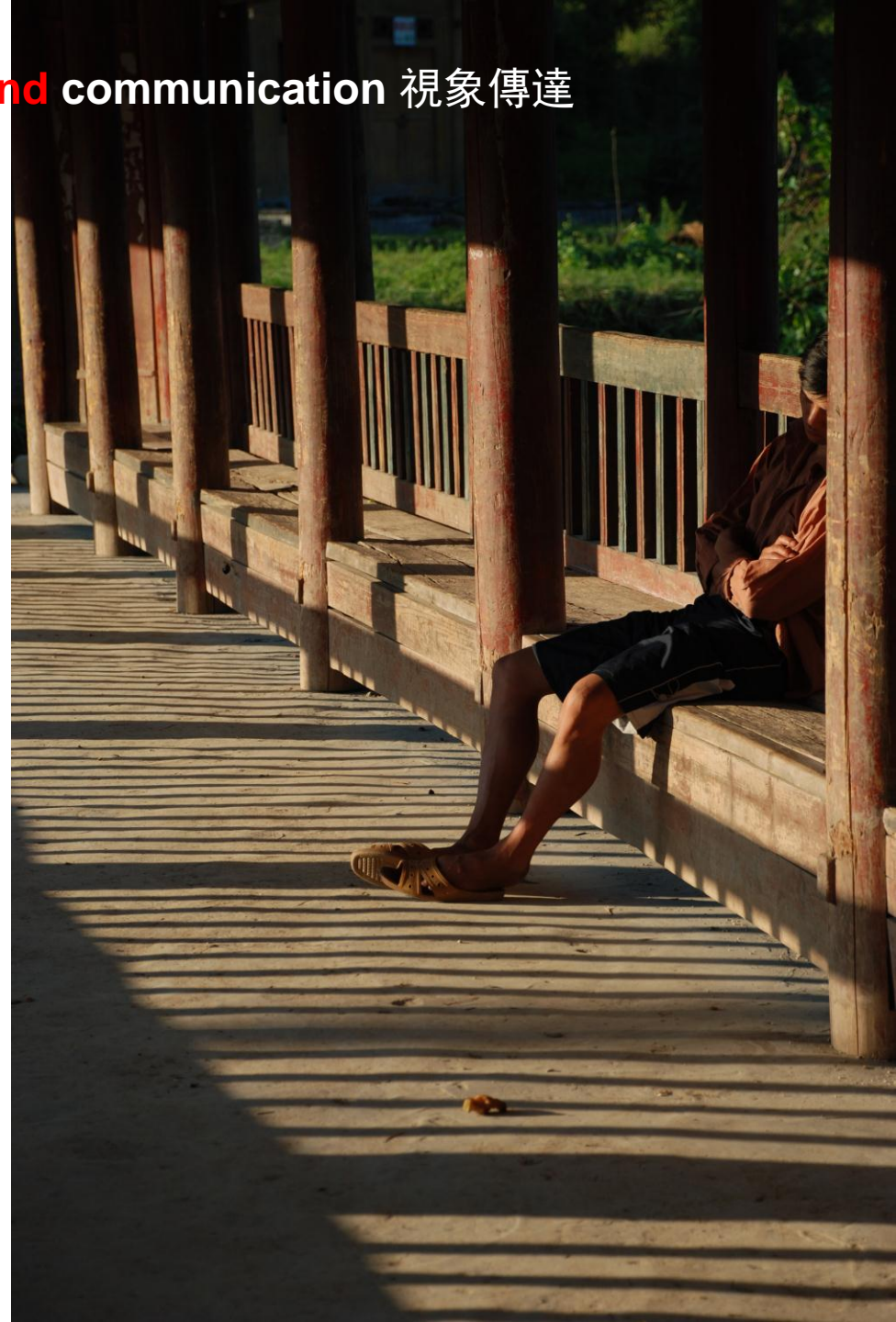
1. Graphical representation
2. Meaning and expression
3. Map reading
4. Plan interpretation
5. Thinking photography
6. Signage and way-finding
7. Understanding diagrams
8. Visual expression and communication
9. Understanding problems of visual expression

GE 1304 Visual Expression **and communication** 視象傳達

Teaching and learning activities (TLAs)

Diverse TLAs are incorporated to engage students learning in different modes; such as **lectures, tutorial, seminars, trips** and **project presentation**.

Students will be able to achieve all the CILOs through these teaching and learning activities.



GE 1304 Visual Expression and communication 視象傳達

Assessment tasks (As)

Instead of assessing students through semester-end examination, continuous assessment with the following tasks; including **in-class discussion**, **reflective reports**, **field work reports** and a **final project with presentation** will be distributed along the semester and contributes to a more holistic evaluation of student learning.

Are you attracted by

the *figure* of buildings,

OR

the ■ ♀ ♃ ☾ ♁ ♃ ♁ ♀

♁ ♀ ♃ ♀ ♀ of the blue