**CSK 2210 COMMUNICATION DESIGN AND DEVELOPMENT (Core)**

This course enables students to get a firm grip on the theory and practice of communication design. It also gets them to look beyond aesthetic concerns and develop an integrated, multidimensional understanding of this ever-changing field. Students learn how to approach design problems in a methodical, professional manner; how the human mind interprets visual and verbal messages; how technology choices impact the design process; how design is used in the service of information and persuasion; and what it means to design for noncommercial advertising and political propaganda. Complete with practical examples, case studies, and cutting-edge research, this course creates an understanding of integrated, contemporary communication design.

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**Course content**

1. Introduction
2. The designer and other professionals
3. Graphic design versus visual communication design
4. The presence of the designer in the message
5. Information Redundancy and noise
6. Reality and creativity
7. Creativity and communication
8. Communication and aesthetics

**Learning Outcomes:**

By the end of the course students should be able to:

1. Understand the aesthetic aspects of communication
2. Develop and design messages for posters, fliers, banners, leaflets etc
3. Create attractive visual impressions of messages

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

ResnickElizabeth (2003) Design for Communication: Conceptual graphic design basics.

Frascara Jorge (2006) Designing Effective Communications: Creating contexts for clarity and meaning

Bennett Audrey(2006) Design Studies: theory and research in Graphic design

Frascara Jorge (2004) Communication Design: Principles, methods and practice. Allworth Communications Inc.