

**NM3217: Principles of Visual Communication Design**  
**FASstrack 2025**

**Schedule: AM Session (9.30am-1.30pm, Singapore Time)**  
**Tuesday, Wednesday, Thursday, and Friday**

**Course Description**

This course examines the principles of visual communication design. Students will tap into the various domains of visual communication theories and concepts of visual communication, and communication design and production processes. The course is designed to aid students in examining how visuals can come to influence our understanding and perspectives of communication. Students will explore how one can communicate through visual media; experiment with techniques of visual communication expression and presentations; plan and manage the communication design process from initial development to the final product; and ideate, curate and critique independent and group projects to promote collaborative classroom learning.

**Prerequisite**

For Non-Graduating Students

**Lecturer**

Mr. TAN Kai En

Instructor

Department of Communications and New Media, Faculty of Arts & Social Sciences

[kaien@nus.edu.sg](mailto:kaien@nus.edu.sg)

**Course Assessment**

<b>Assessments</b>		<b>Assessment deadlines</b>
Participation	15%	N.A.
Assignment - Abstraction	30%	14 July 2025, 11:59pm*
Final Project - Branding	55%	23 July 2025, 11:59pm*
<b>Total for CA:</b>	<b>100%</b>	

- Assignment 1 (30%) [with *commentary*^]: Abstraction: Students will be tasked to create an abstraction series.
  
- Final Project (55%) [with *commentary*^]: Students will be tasked to develop a brand style guide:
  - **Self Identity**
  - Creation of a 6-page Brand Guide that includes 2 collaterals
  - 1) Logo - 15%
  - 2) Business Card (front and/or back) - 10%

- 6-page Brand Guide - 30%  
Should include deliverables mentioned above, and also Logo Guidelines;  
Color Guidelines; Typography System

**Course Topics (TENTATIVE – Subject to change to suit pedagogical needs)**

Week/Date	Content	Session Details
Week 1: 04 July	Session 1 – 4 Jul 2024 (Friday) <ul style="list-style-type: none"> <li>• Lecture: Introduction to FASStrack – NM3217 Principles of Visual Communication Design</li> <li>• Illustrator Tutorial</li> <li>• Briefing for Assignment 1</li> </ul>	Contact hours per session: 4 hours, including <ul style="list-style-type: none"> <li>· Lecture and discussion; and/or</li> <li>· Tutorials/ In-class activities/ Workshop / Critiques/ Presentation</li> <li>· Asynchronous activities</li> </ul>
Week 2: 08 – 11 July	Session 2 – 8 Jul 2024 (Tuesday) <ul style="list-style-type: none"> <li>• Lecture: Introduction to Computer Graphics</li> <li>• Lecture: Reflective Design Process</li> <li>• InDesign Tutorial 1</li> </ul>	Contact hours per session: 4 hours, including <ul style="list-style-type: none"> <li>· Lecture and discussion; and/or</li> <li>· Tutorials/ In-class activities/ Workshop / Critiques/ Presentation</li> <li>· Asynchronous activities</li> </ul>
	Session 3 – 9 Jul 2024 (Wednesday) <ul style="list-style-type: none"> <li>• Lecture: Visual Representation: Abstraction</li> <li>• Lecture: Visual Representation: Composition</li> <li>• Photoshop Tutorial</li> </ul>	
	Session 4 – 10 Jul 2024 (Thursday) <ul style="list-style-type: none"> <li>• Lecture: Typography</li> <li>• Lecture: Color</li> <li>• InDesign Tutorial 2</li> </ul>	
	Session 5 – 11 Jul 2024 (Friday) <ul style="list-style-type: none"> <li>• Lecture: Branding</li> <li>• Briefing for Final Project (FP)</li> <li>• Assignment 1 Critique Presentation</li> </ul>	
Week 3: 15 – 18 July	Session 6 – 15 Jul 2024 (Tuesday) <ul style="list-style-type: none"> <li>• Lecture: Gestalt Principles</li> <li>• Final Project Consultation</li> </ul>	Contact hours per session: 4 hours, including <ul style="list-style-type: none"> <li>· Lecture and discussion; and/or</li> <li>· Tutorials/ In-class activities/ Workshop / Critiques/ Presentation</li> <li>· Asynchronous activities</li> </ul>
	Session 7 – 16 Jul 2024 (Wednesday) <ul style="list-style-type: none"> <li>• Lecture: Elements/Principles of Art/Design</li> <li>• Final Project Workshop</li> </ul>	
	Session 8 – 17 Jul 2024 (Thursday) <ul style="list-style-type: none"> <li>• Lecture: Gestalt Principles</li> </ul>	

	<ul style="list-style-type: none"><li>• Group Critique for Final Project</li><li>• Peer Feedback and Final Project Refinements</li></ul>	
	Session 9 – 18 Jul 2024 (Friday) <ul style="list-style-type: none"><li>• Final Project Critique Presentation</li><li>• Wrap-Up and Reflection</li></ul>	

## Reading List

- ART, D. (2011). *Artistic Criticism*. Retrieved from <https://diversifiedarts.wordpress.com/2011/03/01/artistic-criticism- how-to-critique-art/>
- Chandler, D. (1994). *Introduction*. Semiotics for Beginners by Daniel Chandler. Retrieved from <http://visual-memory.co.uk/daniel/Documents/S4B/>
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- Cook, A., Jarvis, J. and Lee, J. (2015). [online] Storage.googleapis.com. Available at: <https://storage.googleapis.com/g-design/static/product-sans-specimen.pdf> [Accessed 14 Dec. 2022].
- Cousins, C. (2018). Vector vs. Raster: What Do I Use?. Retrieved 10 Dec. 2023, from <https://designshack.net/articles/layouts/vector-vs-raster-what-do-i-use/>
- Dorst, K. & Lawson, B. (2009) *Design expertise*. Oxford: Architectural Press.
- Elimeliah, C. (2006). *art Vs. design*. [online] AIGA | the professional association for design. Available at: <https://www.aiga.org/art-vs-design> [Accessed 10 Dec. 2023].
- Ghose, T. (2018). What Is the Fibonacci Sequence?. Retrieved 10 Dec. 2023, from <https://www.livescience.com/37470-fibonacci-sequence.html>
- Horn, R. E. (2002). Visual language and converging technologies in the next 10-15 years (and beyond). *Converging Technologies for Improving Human Performance*, 52(7), 124.
- Lester, P. M. (2006). Syntactic theory of visual communication. Retrieved December, 10, 2023.
- (2013). *Visual Communication* (6th ed., pp. 43-48). Cengage Learning.
- Lindstrom, M., & Kotler, P. (2014) *Brand sense*. Free Press
- McCloud, Scott, 1960-. (1994). *Understanding comics: the invisible art*. New York: HarperPerennial.
- Moles, A., 1966. *Information theory and aesthetic perception*. Translated from French by J. E. Cohen. Urbana, London: University of Illinois Press.
- Nudd, T. (2018). Netflix Created a Clean, Custom Font That Could Save the Company Millions. [online] Adweek.com. Available at: <https://www.adweek.com/creativity/netflix-created-a-clean-customfont-that-could-save-the-company-millions/> [Accessed 10 Dec. 2023].
- Print Power. (2019). Thanks to haptics, print is credible. [online] Available at: <https://www.printpower.eu/experts/olaf-hartmann/> [Accessed 10 Dec. 2023].
- Strizver, I. (2019). Points & Picas. Retrieved 10 December 2023, from [https://cdncms.fonts.net/documents/5dbc3d8964e0b52e/Fontology\\_PointsAndPicas.pdf](https://cdncms.fonts.net/documents/5dbc3d8964e0b52e/Fontology_PointsAndPicas.pdf)
- Wells, D. (2019). The Lifespan of a Social Media Post - MtoM Consulting. [online] MtoM Consulting. Available at: <https://mtomconsulting.com/lifespan-social-media-post/> [Accessed 11 Dec. 2023].

Wheeler, A. (2013). *Designing brand identity*. Hoboken, New Jersey: Wiley.

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***This iteration is meant for non-graduating students.***

***Specific details in relation to detailed course structure, reading list, additional readings, learning activities, assignments etc. will be provided when the term starts. While I strive to provide the most up-to-date syllabus so that it best informs your decision in taking up the course, kindly note that detailed information regarding the course may change for pedagogical calibration if necessary.***

***IMPORTANT NOTE: You will need to have a working laptop. Adobe will be granted for students reading FASSTrack 2025 NM3217.***