

COURSE OVERVIEW

Course Code	DD1100 <i>(Applicable to students admitted from AY2026 onwards only)</i>
Course Title	Critical Thinking and Practice in Art, Design and Media
Pre-requisites	NIL
Course Type	Core (ADMC)
Academic Units	3
Contact hours	39 hours
Mutually exclusive to	Not applicable

Course Aims

This course aims to enable students to challenge assumptions, recognise biases, and consider alternative perspectives, ultimately enriching the depth and effectiveness of creative work, and providing the means to conceive and execute new ideas.

This module equips you with essential skills in observation, interpretation, reasoning, and argumentation, specifically tailored to art, design, and media. You will learn to question assumptions, decode visual messages, and apply theoretical frameworks to your creative and analytical practices. It will improve your ability to ‘read’ cultural texts (works of art, design and media) and discuss and ideate your own work.

This course intends to develop critical awareness through understanding critical theory, visual and textual critique, as well as collaborative learning. The ability to effectively apply Critical Thinking and theoretical skills will be vital to all your creative practices and is especially important in the era of AI.