

HW0211**Academic Communication in the Arts, Design and Media Studies**

Study Year	ADM Year 1, Semester 2
Academic units (AUs)	2 AUs
Pre-requisite	CC0001 Inquiry and Communication in an Interdisciplinary World / HW0105 Academic Communication in the Arts, Humanities and Social Sciences / HW0111 Communication: A Journey of Inquiry through Writing and Speech
Tutorial hours	24

CONTENT

HW0211 Academic Communication in the Arts, Design and Media Studies is a one-semester, 2-credit course for undergraduate students from the School of Art, Design and Media at Nanyang Technological University (NTU). The broad aim of this course is to equip you with basic academic writing skills as well as oral/aural skills that will enable you to communicate efficiently, logically, and cohesively in your studies. You will also learn to think critically about your artistic practices by engaging with relevant artistic, creative and theoretical dialogues, which will help you discover who you are as an artist. You will practise critiquing art, design and media works, and use specific critical thinking and writing skills to interpret, analyse and evaluate the work of other artists. In addition, you will practise writing a project proposal exploring the types of language, structures and research required to persuasively present your work and place it within the broader dialogues between artists, critics and the public. Finally, you will practise your oral presentation skills, exploring how you can use your voice and body language to present more persuasively and reflect on approaches to dealing with Q & A sessions.

This course not only focusses on the special skills of the ADM programme, but also emphasises the development of cognitive, social and emotional, and basic digital skills outlined as core skills required in the International Labour Organisation's (2021) "Global framework on the core skills for life and work in the 21st century", as well as similar frameworks by OECD and the 21st Century Skills Framework.

LEARNING OUTCOMES

Upon successful completion of the course, students should be able to:

1. write a critical review that analyses and evaluates an ADM work for a specific audience;
2. gather and structure material to write an ADM project proposal, which includes an artist's statement;
3. deliver an oral presentation on an ADM project proposal;

4. recognise the importance of communicating your work and the work of others;
5. integrate the broader conversations surrounding ADM texts into your own work; and
6. use written, oral and multimodal communication strategies in your academic communication.

COURSE SCHEDULE

Week	Tutorial topics	Reading/Activities
1	No tutorial	-
2	Introduction: Writing as Artists & Introduction to Critical Reviews	Unit 1
3	Review Writing (I): Describing a Creative Work	Unit 2
4	Review Writing (II): Analysis with Secondary Sources	Unit 3
5	Review Writing (III): Evaluation, Review Structure, Peer Review & Citations	Unit 4 Draft of Assignment 1 for peer review in class
6	Project Proposals (I): Structure & Components; Conceptualising the Project	Unit 5 Assignment 1 (Critical Review) submission
7	Project Proposals (II): Critical Dialogue, Aims & Outcomes	Unit 6
8	Project Proposals (III): Artist Statement & Project Proposal Title	Unit 7
9	Project Proposals (IV): Multimodal Communication & Written Language	Unit 8 Draft of Assignment 2 for peer review in class
10	Oral Presentation (I): Presentations Creation & Organisation	Unit 9 Assignment 2 (Project Proposal) submission
11	Oral Presentation (II): Strategies and Practice	Unit 10
12	In-class Presentation	Assignment 3 (Oral Presentation)
13	In-class Presentation & Course Review	Assignment 3 (Oral Presentation)

STUDENT ASSESSMENT

Students will be assessed by 100% continuous assessment. The assignments will focus on the course objectives of achieving proficiency in writing academic essays and presenting arguments effectively.

Assessment	Weighting
Assignment 1 – Review A 500-word critical review to be written individually. You will evaluate a design or media artwork and persuade your audience of your interpretation.	20%
Assignment 2 – Academic Project Proposal A 1,300-word academic project proposal to be written in pairs. You will describe your project idea and explain the related concepts or critical perspectives to persuade your audience of the value of your created piece (outcome). You also will include a brief artist's statement that shows the overall theme(s) of your oeuvre. Apart from the rest of the report, the artist's statement will be graded as an individual component.	40%
Assignment 3 – Oral Presentation A 3-minute oral presentation to pitch your whole project proposal individually, even though you worked on it in pairs. You may bring only one physical visual aid or use a max. of one digital image/slide for this presentation. A two-minute Q-&-A will follow.	25%
Class participation Regular class attendance, engagement and cooperation in group activities, preparedness in every lesson, polite inquiry and communication with peers and tutor.	15%

TEXTBOOKS/REFERENCES

A coursebook will be provided through NTULearn Course Mainsite.

Adamson, N., & Goddard, L. (2012). Artists' statements: Origins, intentions, exegesis. *Forum for Modern Language Studies*, 48(4). <https://doi.org/10.1093/fmls/cqs027>

Crețiu, A. E. (2006). *THE ARTIST'S STATEMENT—THE VERBAL SELF OF THE ARTIST*. University of Art and Design, Cluj-Napoca. Retrieved from: academia.edu

Elkins, J., Newman, M. (2008). *The State of Art Criticism*. Routledge: NY & London.

Goldwater, R.J., & Treves, M. (1973). *Artists on art: from the XIV to the XX century*. (1st paperback ed.). Pantheon Books.

- Hocking, D. (2021). Artist's statements, 'how to guides' and the conceptualisation of creative practice. *English for Specific Purposes*, 62, 103–116. <https://doi.org/10.1016/j.esp.2020.11.001>
- Kress, G. R., & Van Leeuwen, T. (2006). *Reading Images: The Grammar of Visual Design: Vol. Second edition*. Taylor & Francis Routledge.
- Marcus, G. (2023, December 11). Why I write. *The Yale Review*, 111(4). <https://yalereview.org/article/greil-marcus-why-i-write>
- Svenungsson, J. (2009). The Writing Artist. *Art & Research: A Journal of Ideas, Contexts and Methods*, 2(2), 1–6.
- van Leeuwen, T. (2017). Multimodal literacy. *Metaphor*, (4), 17–23. Multimodal literacy.: EBSCOhost
- Wiley, C., & Pace, I. (2020). *Researching and Writing on Contemporary Art and Artists: Challenges, Practices, and Complexities* (1st ed.). Springer International Publishing. <https://doi.org/10.1007/978-3-030-39233-8>

NOTE: The above listing comprises some foundational and additional readings for the course; they may differ from the readings in the coursebook itself, which will be available upon enrolment into the course.