

# NITEC IN VISUAL COMMUNICATION

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## MODULE OBJECTIVES

### Core Modules

#### Drawing Fundamentals

On completion of the module, students should be able to apply the fundamental drawing techniques to express their perception of forms using various mediums.

#### Design Principles

On completion of the module, students should be able to interpret design briefs and apply design elements like form, shapes, lines, colour, and type into compositions that creatively meet client's requirements.

#### Applied Photography

On completion of the module, students should be able to determine proper camera settings, capture shots, utilize various photographic equipment and export images in the appropriate format and resolution using basic digital manipulation techniques.

#### Digital Imaging

On completion of the module, students should be able to create graphics and illustrations using digital imaging software. Students will also be able to digitally manipulate and retouch images according to the specific styles and genres required.

#### Graphics and Typography

On completion of the module, students should be able to create pictograms and apply effective typography onto design layouts and compositions using software programs.

#### Prepress Technology

On completion of the module, students should be able to perform press check and develop artworks for final output in desktop publishing.

#### Packaging Design

On completion of the module, students should be able to design and develop innovative packaging using various forms and materials while demonstrating knowledge of effective packaging concepts and techniques.

#### On-the-Job Training I

On completion of the module, trainees should be able to apply and integrate Year 1 skills and knowledge acquired at ITE College, and further develop competencies at the workplace.

#### On-the-Job Training II

On completion of the module, trainees should be able to apply and integrate Year 2 skills and knowledge acquired at ITE College, and further develop competencies at the workplace.