

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	PROFESSIONAL ENGLISH FOR DESIGN COMMUNICATION	Instructor	NUR ANISAH BINTI ABDULLAH
Course Class	TDJXB4A DEPARTMENT OF EDUCATION AND FUTURES DESIGN, 4A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG8 Decent work and economic growth SDG11 Sustainable cities and communities SDG12 Responsible consumption and production SDG16 Peace, justice and strong institutions		
D e p a r t m e n t a l A i m o f E d u c a t i o n			
I . The ability to develop leadership skills in education and prepare to be a Change-Maker. II . The ability for creating cultural and educational innovation. III . The ability to become instructional designers to work for schools and companies. IV . The ability to engage in innovative businesses and NGOs.			
S u b j e c t D e p a r t m e n t a l c o r e c o m p e t e n c e s			
A. Increase Skills for Futures Literacy.(ratio:20.00) B. Developing Leadership and Management skills.(ratio:10.00) C. Strengthen Communication Skills.(ratio:30.00) D. Developing Instructional Design Skills.(ratio:20.00) E. Cultivating Skills for Social Innovation.(ratio:20.00)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:15.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	This course is designed to introduce effective writing focusing on content development; i.e. strategies for researching and writing correspondence and reports for specific groups of audience. The emphasis is on understanding and responding to a variety of communication tasks with a strong purpose, clear organisation and be delivered in a professional style.
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The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	1) to develop student ability to communicate accurately in English both orally and in writing; 2) To develop an understanding of professional communication in terms of interaction with audience, purpose and genre; 3) to develop an awareness of compositional design elements of an image , storytelling, narratives, music, dance and other forms of media.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	114/02/17 ~ 114/02/23	Introduction	

2	114/02/24 ~ 114/03/02	Introduction to communication	
3	114/03/03 ~ 114/03/09	How do we read? Written, visual, audio	
4	114/03/10 ~ 114/03/16	Class activity 1 - Reading	
5	114/03/17 ~ 114/03/23	Class activity 2 - Listening	
6	114/03/24 ~ 114/03/30	Class activity 3 - Visuals	
7	114/03/31 ~ 114/04/06	Global Perspectives - Ethical and Cultural Diversity and learning to critique	
8	114/04/07 ~ 114/04/13	Class activity 4 - How do we communicate differently?	
9	114/04/14 ~ 114/04/20	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	114/04/21 ~ 114/04/27	Emergent of the social media as a communication platform	
11	114/04/28 ~ 114/05/04	Use of technology in communication, ethics, fake news, authenticity	
12	114/05/05 ~ 114/05/11	Fieldwork 1: Project Brief Campaign Design	
13	114/05/12 ~ 114/05/18	Fieldwork 2: Data collection: interviews & observations	
14	114/05/19 ~ 114/05/25	Fieldwork 3: Creating campaign communications	
15	114/05/26 ~ 114/06/01	Learning Reflection	
16	114/06/02 ~ 114/06/08		
17	114/06/09 ~ 114/06/15		
18	114/06/16 ~ 114/06/22		
Key capabilities	self-directed learning Information Technology Social Participation Interdisciplinary		
Interdisciplinary	In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching		
Distinctive teaching	Project implementation course Learning technologies (such as AR/VR,etc.) incorporated to physical courses		

Course Content	AI application
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts, Worksheets Using teaching materials from other writers:Videos, Worksheets
References	
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : % ◆ Mark of Usual : 65.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 5.0 % ◆ Other 〈reflections〉 : 10.0 %
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>