

IT NUMBER	MODULE	SCOPE	EXAMINATION
<b>PL: 181122</b> Introduction Media Technology <b>PV: 181123</b>	<b>5</b>	<b>6</b>	<b>PL: KL, 90 Min.</b> <b>PV: T</b>

The course provides students with a brief history and an overview of contemporary forms of print media communication. Students will examine a variety of analytical and strategic perspectives while being introduced to industry-production tools and techniques.

Areas of study highlight the many types of conventional print media technologies available, the print media creation process, and the impact of new-media technologies. Students will learn how to make sense of the dynamic field of print media communications through a critical analysis of real-world print media uses, which will serve as a foundation to build their own print media knowledge.