

UNIT 1 Introduction to Communication and Media / 1

UNIT 2 Communication Technology Development / 9

UNIT 3 Visual Communication Design / 18

UNIT 4 Book and Magazine Publishing / 27

UNIT 5 Print to Digital Newspapers / 36

UNIT 6 Radio and Television Broadcasting / 45

UNIT 7 Film-making / 55

UNIT 8 Media Convergence / 64

UNIT 9 Advertising / 73

UNIT 10 Animation and Game Design / 82

UNIT 11 Cultural and Creative Industry / 91

UNIT 12 Media Literacy / 100