



FACULTY OF ARTS AND DESIGN
VISUAL ARTS BACHELOR PROGRAMME
LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	2
Module Code	ENLG2102		
Learning Module	English IV		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Matthew Potger	Email	matt.potger@gmail.com
Office	--	Office Phone	--

MODULE DESCRIPTION

This module strengthens students' professional English language proficiency at the upper intermediate level. It focuses on the development of vocabulary and professional grammatical conventions, reading, and writing skills in the professional art contexts. Students' language skills are developed through communicative practice activities in arts related discussions such as presentations, proposal writing and conversation role plays. The aim is to cultivate students' ability in professional English.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Speaking: Discuss product designs, advertisements and the art business; make professional presentations (Product Design)
M2.	Listening: Listen with improved comprehension using background knowledge and context clues; Listen without visual cues or distractions
M3.	Reading: Deal with unknown vocabulary; Understand genres; Read for gist and specific information; conduct research on topic for essay writing
M4.	Writing: Write a well-structured proposal for an advertising campaign using persuasive language



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PROGRAMME INTENDED LEARNING OUTCOMES (PILOS)	M1	M2	M3	M4
P1. Visual art theories, Eastern and Western art history				
P2. Art creation, curating management, and the development of contemporary art	✓			
P3. Arts education and pedagogy theories				
P4. Demonstrate the humanistic literacy and ethical attitudes towards arts, culture, and society				✓
P5. Develop the critical thinking and art criticism skills through creative writing and art research				✓
P6. Develop the global vision on arts and international communication skills	✓	✓	✓	✓
P7. (Specialization in Arts) Apply two dimensional, three dimensional, and new media arts practical skills on art creation				
P8. (Specialization in Arts Education) Apply the organization skills and practical techniques on arts education				

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Course Introduction Chapter 7 - Design	3.5
2	Design II – Describing product designs	3.5
3	Design III – Ch 7 / Effective Presentations Skills	3.5
4	Oral Presentations (10%)	3.5
5	Advertising I – Chapter 5	3.5
6	Advertising II – Writing Proposals I	3.5
7	Advertising III – Writing Proposals II	3.5
8	In-class Proposal Writing (20%)	3.5
9	The Business of Art I – Chapter 8	3.5
10	The Business of Art II – Chapter 8	3.5
11	Quiz – Chapter 5, 7 and 8 (10%)	3.5
12	Course Review and Final Exam Revision	3.5
13	Final Exam (40%)	3



TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4
T1. Reading comprehension			✓	
T2. Grammar revision	✓	✓	✓	✓
T3. In-class conversation role plays	✓	✓		
T4. Listening comprehension		✓	✓	
T5. Essay writing			✓	✓
T6. Presentations	✓		✓	

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Participation: Attendance, positive involvement	20	M1-M4
A2. Individual Presentation	10	M1
A3. Written Proposal	20	M3-M4
A4. Quiz Chapter 5, 7 & 8	10	M3-M4
A5. Final Exam	40	M2-M4

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.



MARKING SCHEME

This learning module is graded on a 100-point scale, with 100 being the highest possible score and 50 the pass score.

Assessment Activities	Requirements
A1. Participation	Attendance; Completion of In-Class Exercise; Interaction with Teacher & Peers.
A2. Individual Presentation	Delivery; Fluency; Manner; Content; Organization; Time Management
A3. Written Proposal	Grammar; Diction; Structure & Organization; Argument & Support; Citation
A4. Quiz Chapter 5, 7 & 8	Accuracy
A5. Final Exam	Accuracy; the final exam will cover learning module content from the entire learning module period.

REQUIRED READINGS

Students will be assigned grammar, vocabulary, reading and other homework during the learning module. Some exercises will be taken for selected pages of the New Language Leader Intermediate textbook.

REFERENCES

New Language Leader Intermediate - Three chapters of the New Language Leader Intermediate textbook will be used for this course – Chapters 5, 7 and 8. Students do not need to buy the textbook, but will be provided with handouts of key pages. Students are required to bring and use a notebook as well as a pen.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.