



---

## **BIC31502 – CREATIVITY AND INNOVATION SEMESTER 1 SESSION 2025/2026**

---

### **Asynchronous #4**

**Chapter** : 7  
**Date** : Tuesday, 23 Dec 2025  
**Section** : S4

---

### **INSTRUCTION**

1. Read **Chapter 7** lecture notes about **Visual Communication** (available in the Author).
2. Visual communication is shaped by the technology used to generate it:
  - i. Compare a piece of **Traditional Media** with a piece of **New Media**.
  - ii. List **ONE (1)** tool that could be used to create your New Media.
  - iii. If you chose a video for your New Media example, identify the **Background** and any **Linking frames** (such as visual or audio cues) used to draw the viewer's attention.
3. For **proof of attendance**, submit a softcopy of your completed document to [Author \(Classroom: BIC31502\) - Individual Activities - Asynchronous 4](#) by today's midnight - **Tuesday, 23 December 2025 (11.59PM)**.
4. Any late submission is considered a **NON-ATTENDANCE**.