REVISED COURSE PROPOSAL

Prefix, Number and Name of Course:
COM 215 Introduction to Visual Communication

Credit Hours: 3 credits
In-Class Instructional Hours: 3        Labs: 0        Field Work: 0

Catalog Description:
Prerequisite: COM 100 or SPC 103
Analysis of production and consumption of visual information; exploration of the role of images in the communication process; application to journalism, broadcasting, public relations, advertising and digital media.

Reasons for Revision:
(Fall 2010) This course was part of a departmental program restructuring. The current revision adds a prerequisite of COM 100 Media Literacy or SPC 103 Introduction to Human Communication and adds learning outcomes that are part of a departmental program revision which incorporates an electronic portfolio into curriculum to better prepare students for their professions.

<table>
<thead>
<tr>
<th>Student Learning Outcomes:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
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<tbody>
<tr>
<td>At the completion of this course, students will be able to:</td>
<td>I, II, III, VII</td>
<td>1. Exams, papers, applied projects, presentations</td>
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<tr>
<td>1. Explain the role that visual elements play in the communication of information and the technology that underlies them</td>
<td>I, VIII</td>
<td>2. Exams, papers, applied projects, presentations</td>
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<tr>
<td>2. Analyze and discuss theories and principles of effective visual communication</td>
<td>I, II, III, IX</td>
<td>3. Exams, papers, applied projects, presentations</td>
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<tr>
<td>3. Analyze visual messages within various media formats and through various media technologies</td>
<td>III, IV, VI, VII, IX</td>
<td>4. Applied projects, presentations</td>
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<td>4. Create effective visual messages within various media formats</td>
<td>IV, V, VI, VII, IX</td>
<td>5. Applied electronic portfolio project, presentation</td>
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<tr>
<td>5. Create an effective electronic portfolio</td>
<td>V, VII</td>
<td>6. Exams, papers, applied projects, presentations</td>
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<tr>
<td>6. Explain the role that visual elements, ethical considerations and editorial judgments play in framing news reports, advertisements, and other media portrayals of people</td>
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References:
I, II, III, VII,
I, VIII,
I, II, III, IX,
III, IV, VI, VII, IX,
IV, V, VI, VII, IX,
V, VII,
Course Content:

I. Visual communication
   A. Physics of light and color
   B. Physiology of sight
   C. Nature of media aesthetics
   D. Theories of visual communication

II. Principles of design
    A. Balance and harmony
    B. Placement and patterns of arrangement
    C. Contrast
    D. Integration of text and images

III. Elements of visual communication
     A. Color
     B. Form
     C. Depth
     D. Movement
     E. Editing

IV. Typography
    A. Aesthetic principles
    B. Practical aspects for print and video
    C. Technological innovations
    D. Ethical considerations

V. Photography
   A. Aesthetic principles
   B. Practical aspects for print and video
   C. Technological innovations
   D. Ethical considerations

VI. Information graphics
    A. Aesthetic principles
    B. Practical aspects for print and video
    C. Technological innovations
    D. Ethical considerations

VII. Computer-generated images
     A. Evolution of computer-generated images
     B. Using computer drawing and graphics programs
     C. Computer animation in film and television

VIII. Theories of visual communication
      A. Sensual theories
      B. Perceptual theories
      C. Cultural theories

IX. Visual persuasion in communication
    A. Power of visual images
    B. Application in professional areas (advertising, public relations, journalism, broadcasting, digital media)
       1. Portfolio Design and Creation
    C. Persuasion and propaganda
Resources:

Scholarship in the Field


Periodicals:

*Layers Magazine*
*Advertising Age*
*Journal of Broadcasting and Electronic Media*
*Journal of Visual Culture*
*Journal of Knowledge, Technology & Society*
Electronic Resources

AIGA - The Professional Association for Graphic Design
http://www.aiga.org

Dynamic Diagrams - Information Design Watch
http://dd.dynamicdiagrams.com/

Helvetica – Documentary Film on Typeface Design
http://www.helveticafilm.com/

I Love Typography Blog
http://ilovetypography.com/

ICP – International Center of Photography
http://www.icp.org/

National Press Photographers Society
http://www.nppa.org

Visual Communication Quarterly
http://www.vcquarterly.org/