

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.

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

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

- Burmark, L. (2002). *Visual literacy: Learn to see, see to learn*. Alexandria VA: Association for Supervision and Curriculum Development.
- Geisecke, F.E., Mitchell, A., Spencer, H.C., Dygdon, J.T., Novak, J.E., Hill, I.A., Lockhart, S. (2009). *Modern graphics communication* (4th ed.). Englewood Cliffs NJ: Prentice-Hall.
- Harris, C.R. & Lester, P.M. (2002). *Visual Journalism*. Boston: Allyn & Bacon.
- Hillingoss, S., & Howard, T. (2002). *Visual communication: A writer's guide*. New York: Longman.
- Knight, C., & Glaser, J. (2005). *The graphic designer's guide to effective visual communication: Creating hierarchies with type, image and color*. Hove UK: RotoVision.
- Lester, P.M. (2010). *Visual communication: Images with messages* (5th ed.). Belmont CA: Wadsworth
- Lester, P.M., & Ross, S.D. (eds.). (2011). *Images that injure: Pictorial stereotypes in the media* (3rd ed.). Westport CN: Praeger.
- Resnick, W. (2003). *Design for communication: Conceptual graphic design basics*. New York: Wiley.
- Rose, G. (2006). *Visual methodologies: An introduction to the interpretation of visual materials* (2d ed.). Thousand Oaks CA: Sage.
- Ryan, W.E., & Conover, T.E. (2003). *Graphic communications today* (4th ed.). Albany NY: Thomson Delmar.
- Sturken, M., & Cartwright, L. (2009). *Practices of looking: An introduction to visual culture* (2nd ed). New York: Oxford.
- Wheeler, T. (2002). *Phototruth or photofiction? Ethics and media imagery in the digital age*. Mahwah NJ: Erlbaum
- White, A.J. (2002). *The elements of graphic design: Space, unity, page architecture and type*. New York: Watson-Guptill.
- Wilde, J., & Wilde, R. (2000). *Visual literacy: A conceptual approach to graphic problem solving*. New York: Watson-Guptill.

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/>