

COM 215 Introduction to Visual Communication

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite: None

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 2005) This course was last revised in 1997 as part of a departmental program restructuring. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

| Student Learning Outcomes: | Course Content References: | Assessment: |
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| 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 effective visual presentation to support oral presentation | IV, V, VI, VII, VII | 5. Applied projects, presentations |
| 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 principle
 - 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)
 - C. Persuasion and propaganda

Resources:

Current 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. (2003). *Modern communication graphics* (3rd 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. (2003). *Visual communication: Images with messages* (3rd ed.). Belmont CA: Wadsworth
- Lester, P.M., & Ross, S.D. (eds.). (2003). *Images that injure: Pictorial stereotypes in the media* (2nd ed.). Westport CN: Praeger.
- Resnick, W. (2003). *Design for communication: Conceptual graphic design basics*. New York: Wiley.
- Rose, G. (2001). *Visual methodologies: An introduction to the interpretation of visual materials*. Thousand Oaks CA: Sage.
- Ryan, W.E., & Conover, T.E. (2003). *Graphic communications today* (4th ed.). Albany NY: Thomson Delmar.
- Sturken, M., & Cartwright, L. (2001). *Practices of looking: An introduction to visual culture*. 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:

Adobe Magazine
Advertising Age
Journal of Broadcasting and Electronic Media
Journal of Visual Culture
Critical Studies in Mass Communication

Electronic and/or Audiovisual Resources

The Language of Photography: Persuasion, Propaganda and Photography – TR145 .L3155 2004
Icons and Symbols: The Power of Persuasion – P99.4.P78 I26 1997
Icons and Symbols: Communication Shorthand – P91 .I33 1997
Moving Pictures as Text – TR M50 .M68 1997