

C-ID Descriptor

Introduction to Visual Communications

Descriptor Details

- **Descriptor Title:** Introduction to Visual Communications
- **C-ID Number:** 170
- **Units:** 3.0
- **Hours:** 0000
- **Date of Last Revision:** 10/12/2017 04:44:05 PM PDT

General Description

Survey of the significant techniques and examples of visual communication as employed by the mass media, including newspapers, magazines, television, and advertising. Discussion and demonstration of the tools used in analyzing visual communication. Creation and analysis of images for print, Web and video.

Prerequisites

No information provided

Corequisites

No information provided

Advisories

No information provided

Content

- Visual theories
- Visual persuasion
- Visual analysis
- Visual stereotypes

- Historical development of imagery
- Legal and ethical issues of images
- Impact of color
- Impact of video
- Impact of design
- Photographic basics
- Illustration basics
- Storyboarding
- Electronic visual storage formats
- Editing images for impact
- Typography and graphic design
- Informational graphics and cartoons

Lab Activities

No information provided

Objectives

At the conclusion of this course, the student should be able to:

- Demonstrate an understanding of the cognitive processes by which media are experienced and remembered
- Demonstrate an understanding of the history and major genres of still, film and video
- Demonstrate an understanding of legal and ethical issues surrounding visual media
- Create storyboards for visual storytelling projects
- Create and analyze visual images for print, Web and video

Evaluation Methods

Quizzes
Applied Projects
Research Projects
Critiques; peer critiques

Textbooks

Lester, Paul Martin. *Visual Communication: Images with Messages*. Wadsworth Publishing

Bergstrom, Bo. *Essentials of Visual Communications*. Laurence King Publishers

Olson, L.C., Finnegan, C.A. & Hope, D.S. *Visual Rhetoric: A Reader in Communication and American Culture*. Los Angeles: Sage