# Introduction to Visual Communications

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| **C-ID Number** | JOUR 170 |
| **Discipline** | Journalism |
| **Date Approved** | January 08, 2018 |

## General Course 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.

## Minimum Units

3.0

## Any rationale or comments

## Advisories/Recommendations

## Course 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

## Laboratory Activities

## Course 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

## Prerequisites

## Corequisites

## Methods of Evaluation

QuizzesApplied ProjectsResearch ProjectsCritiques; peer critiques

## Sample 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. and Hope, D.S. Visual Rhetoric: A Reader in Communication and American Culture. Los Angeles: Sage

## Notes