

Visual Communication

Course # MDIA 3071E

Credits 6

Course Description

This course introduces students to the theories and practices of visual communication. Through the discussions of perceptual and critical theories, students read, analyse and interpret a variety of visual texts. These texts will include those of pre-modern craft mediums and extend to film, television, online media and other digital image-based mediums. The ways in which images are constructed to convey sociocultural, political, and commercial positions and preferences are analysed. A goal of the course is the acquisition of visual literacy skills, which can then be transferred into media production work. Visual communication will be explored as a global language, however local nuances will also be examined to provide students with contextualised directives in their practice.

Course Learning Outcomes

Upon the completion of the course, students will be able to:

- Examine the ways in which explicit and implicit messages are visually encoded
- Analyse the dominant traditions, concepts and principles that inform visual communication
- Apply visual design strategies for an effective communication across distinct cultural contexts
- Explore the ways in which visual design informs and forms a core part of public discourses
- Critique patterns of production and consumption in visual communication practices
- Analyse the means-to-an-end technical strategies involved in visual communications

Course Assessments and Gradings

Item	Weight
Short Article	15%
Design Appropriation	30%
Critical Research Essay (text/video)	20%
Creative Campaign Production	35%