COM2105: VISUAL COMMUNICATION

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Visual Communication

Subject Code
COM - Media and Communication
Course Number
2105

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
EN3566 Visual Communication

Exclusive Courses
Nil

Part II Course Details

Abstract
This course is designed to introduce students to visual communication in a critical and creative perspective through visual imagery and media. Students will learn the concepts, theories, aesthetics, and skills of visual communication, covering

visual persuasion, visual representation, visual analysis, visual literacy, cultural and ethical issues, and others. Emphasis will be placed on the ability to conceive innovative ideas and solutions for specified communication issues. Upon successful completion of this course, you should be able to:

·   Discover and analyze the concepts and theories of visual communication
·   Develop the critical understanding and perspective of visual imagery and media
·   Learn to apply visual theories into practice
·   Create innovative and effective communication projects

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discover and analyze the concepts and theories of visual communication		x		
2	Generate a sharpened sense of aesthetics and skills in communication through visual imagery and media		x	x	
3	Create an innovative communication projects by applying visual theories to the communication product		x	x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Discover and analyse visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others through examining the related theories and working on case studies	1, 2	8 weeks

2	In-class discussion on assignments.	Discuss and analyse visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others through examining the related theories and working on case studies	1, 2	Throughout the semester
3	Projects	Production of visual communication projects with a range of innovative media applications	1, 2, 3	4 weeks

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Critique of visual image	1, 2	20	
2	Quiz - Demonstrate the knowledge about visual communication and visual literacy	1, 2	30	
3	Generate an innovative project – create digital visual media (group assignment)	1, 2, 3	25	
4	Create a visual storytelling through photography work	1, 2, 3	25	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Critique of visual image.

Criterion

Ability to analyse a visual image from basic technical perspectives such as composition, color, depth, shooting techniques and so on.

Excellent (A+, A, A-)

High
(Show profound insights, original thoughts, in-depth analysis, clear and logical argument, and excellent writing.)

Good (B+, B, B-)

Significant
(Show original thoughts, solid analysis, clear and logical argument, and good writing.)

Fair (C+, C, C-)

Moderate
(Show adequate analysis, logical argument, and clear writing.)

Marginal (D)

Basic
(Show acceptable analysis, and reasonable writing.)

Failure (F)

Fail to present the knowledge nor conduct reasonable analysis on the visual images.

Assessment Task

Quiz - Demonstrate the knowledge about visual communication and visual literacy

Criterion

Ability to understand the concepts and theories that have been discussed in class and ability to fulfil the knowledge

Excellent (A+, A, A-)

High
(Full understanding of the concepts and theories discussed in class)

Good (B+, B, B-)

Significant
(Good understanding of the concepts and theories discussed in class)

Fair (C+, C, C-)

Moderate
(Adequate understanding of the concepts and theories discussed in class)

Marginal (D)

Basic
(Minimal understanding of the concepts and theories discussed in class)

Failure (F)

Fail to distinguish different concepts nor theories and show little understanding on the concepts and theories discussed in class)

Assessment Task

Generate an innovative project – create digital visual media (group assignment)

Criterion

Ability to produce an innovative digital visual product.

Excellent (A+, A, A-)

High
(Show profound insights and creativity, original thoughts, excellent visual production skills.)

Good (B+, B, B-)

Significant
(Show original thoughts and creativity, good visual production skills.)

Fair (C+, C, C-)

Moderate
(Show adequate creativity and logical thoughts, adequate visual production skills)

Marginal (D)

Basic
(Show acceptable visual production skills)

Failure (F)

Fail to produce a reasonable visual product.

Assessment Task

Create a visual storytelling through photography work

Criterion

Ability to present a visual storytelling that is not only visually compelling but also substantively meaningful

Excellent (A+, A, A-)

High
(Present profound insights and original thoughts)

Good (B+, B, B-)

Significant
(Present original thoughts)

Fair (C+, C, C-)

Moderate
(Present adequate understanding)

Marginal (D)

Basic
(Present acceptable understanding)

Failure (F)

Fail to apply any concepts nor theories into the creative work

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Part III Other Information

Keyword Syllabus

History and development of visuals; Approaches to visual analysis; Visual perception; Visual representation; Visual ethics and persuasion; Photography; Digital visual media; Creative design

Reading List

Compulsory Readings

	Title
1	Lester, P. M. (2013). Visual Communication: Images with Messages (6th ed.). Belmont, California: Thomson Wadsworth, ISBN: 978-1133308645

Additional Readings

	Title
1	Berger, A. A. (2008). Seeing is Believing: An Introduction to Visual Communication. New York: McGraw Hill.
2	Barnes, Susan B. (2009). Visual Impact: The Power of Visual Persuasion. Cresskill, N.J.: Hampton Press
3	Barry, A. M. S. (1997). Visual Intelligence: Perception, Image, and Manipulation in Visual Communication. Albany: State University of New York Press.