Course Name : Visual Communication

Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
IMC 305	A	Fall	3.00	0.00	0.00	3.00	5.00

Lecturer	Anxhela Hoxha, PhD
Assistant	
Course language	Albanian
Course level	Bachelor
Description	A course based on theory concepts, becomes concrete due to analysis and case studies. Guides students through the features of the visual perception and how to properly communicate and consciously apply the practical skills. Students can also evaluate and use skills to better communicate information in all communication fields.
Objectives	Students will learn basic elements of perception, symbols, graphic elements or visual narrative, enabling them to professionally analyze and produce efficient visual communication.
Core Concepts	Visual perception principles Visual literacy Graphic elements usage Basic concepts of visual communication Overview on all forms of visual communication Ability to define styles, mediums, their cultural background, etc.

Course Outline

Week	Topic
1	Introduction to the course
2	Visual understanding, physical and psychological processes of seeing, Gestalt theories, constructivism, ecology, analyzing perspectives, case studies 🗌 Huxley, A. (1943). The art of seeing. London, UK: Chatto & Windus. Pg. 11 🗌 Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: Writing For Textbooks. Pg. 1-6, 18-31, 52-61,123-127 🗌 Massironi, M., & Bruno, N. (2009). The psychology of graphic images: Seeing,drawing, communicating. New York, USA: Psychology Press. Pg. 1-20 🗌 The psychology book. (2012). London: Dorling Kindersley, Pg. 161, 194 🗌 Thompson, G. S. (2015). Workbook to accompany Understanding anatomy & physiology: A visual, auditory, interactive approach. Philadelphia, USA: F.A. Davis Company. Pg. 216, 219, 220
3	Perception theories, visual codes, semantics, cognitive theories, case studies 🗌 Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 61-73

4	Communication schools, symbols and their historical and cultural meaning, culture, visual culture, difference between commercial art and graphic design , case studies Barker C., (2004) The SAGE Dictionary of Cultural Studies; Londër, Britani e Madhe: SAGE Publications Ltd, fq. 44 ⬜ Barnard A., Spencer J. (red), (2010), The Routledge Encyclopedia of Social and Cultural Anthropology, 2nd edition, Okson, Britani e Madhe: Routledge (Taylor & Francis e-Library version), fq. 168-169 ⬜ Barnard, M. (1998). Art, design and visual culture: An introduction. New York, USA: St. Martin's. Pg. 18-19 ⬜ Bowers, J. (2012). Introduction to graphic design methodologies and processes: Understanding theory and application. Hoboken, NJ: Wiley.. Pg. 24-25 ⬜ Fiske, J. (1996). Introduction to communication studies (2nd ed.). London, United Kingdom: Routledge. Pg. 1-7, 46, 55 ⬜ Hembree, R. (2008). The complete graphic designer: A guide to understanding graphics and visual communication: Design for communication, the design process, page layout and design, common design jobs, corporate identity, branding. Beverly, MA, USA: Rockport.. Pg. 11-15 ⬜ Ingold T. (1994) Humanity and Animality botuar në Companion Encyclopedia of Anthropology me redaktor Ingold T.; Nju Jork, Shtetet e Bashkuara të Amerikës: Routledge (Taylor & Francis e-Library version), fq. 21 ⬜ Smelser, N. J., Baltes, P. B. (2001) International encyclopedia of the social and behavioral sciences; Amsterdam, Holandë: Elsevier, fq. 3057 ⬜ Smith C.M., Davies E.T., (2008), Anthropology For Dummies, Nju Jork, Shtetet e Bashkuara të Amerikës: Wiley Publishing, Inc., fq. 190 ⬜ Tylor E.B., (1920), Primitive culture: researches into the development of mythology, philosophy, religion, art dhe custom, Vol. 1, Londër, Britani e Madhe: Murray, fq. 1
5	Artistic elements in visual communication, principles of good design, golden ratio, rule of thirds, case studies Hagen, R., & Golombisky, K. (2017). White space is not your enemy: A beginner's guide to communicating visually through graphic, web & multimedia design. Boca Raton, FL, USA: CRC Press, Taylor & Francis Group., pg. 46-60
6	Colors, color schemes, communicating through color, case studies Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 35-40 ⬜ Hembree, R. (2008). The complete graphic designer: A guide to understanding graphics and visual communication: Design for communication, the design process, page layout and design, common design jobs, corporate identity, branding. Beverly, MA, USA: Rockport.. Pg. 28-30 ⬜ Barnard, M. (1998). Art, design and visual culture: An introduction. New York, USA: St. Martin's. Pg. 39-41
7	Visual persuasion in advertising, public relations and journalism, visual stereotypes, case studies Barnard, M. (1998). Art, design and visual culture: An introduction. New York, USA: St. Martin's. Pg. 39-41
8	Midterm exam
9	Typography, case studies Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 129-160 ⬜ Hagen, R., & Golombisky, K. (2017). White space is not your enemy: A beginner's guide to communicating visually through graphic, web & multimedia design. Boca Raton, FL, USA: CRC Press, Taylor & Francis Group., pg. 88-114
10	Graphic design, case studies ⬜ Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 187-210
11	Infographics, case studies ⬜ Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 187-210
12	Photography, case studies ⬜ Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 246-272
13	Movies, case studies ⬜ Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 274-321
14	Television and video, case studies ⬜ Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 322-348
15	Knowledge evaluation, assignment presentations
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Leksione të përgatitura nga pedagogu • • Lester, P. M. (2014). Visual Communication: Images with Messages (6th ed.). Boston, MA: Wadsworth Cengage Learning. • • Golombisky, K., Hagen, R. (2016). White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia Design (3rd ed.). Boca Raton: Taylor & Francis. • • Barnard, M. (1998). Art, design and visual culture: An introduction. New York, USA: St. Martin's. • • Hembree, R. (2008). The complete graphic designer: A guide to understanding graphics and visual communication: Design for communication, the design process, page layout and design, common design jobs, corporate identity, branding. Beverly, MA, USA: Rockport.. • • Bowers, J. (2012). Introduction to graphic design methodologies and processes: Understanding theory and application. Hoboken, NJ: Wiley. • • Osgood, R., & Hinshaw, M. (2014). Visual storytelling: Videography and post production in the digital age (2nd ed.). Boston, MA: Wadsworth Cengage Learning. • • Bergström Bo (2012) Bazat e komunikimit pamor, UET Press, Tiranë
References	• • Huxley, A. (1943). The art of seeing. London, UK: Chatto & Windus. • • Massironi, M., & Bruno, N. (2009). The psychology of graphic images: Seeing,drawing, communicating. New York, USA: Psychology Press • • The psychology book. (2012). London: Dorling Kindersley • • Thompson, G. S. (2015). Workbook to accompany Understanding anatomy & physiology: A visual, auditory, interactive approach. Philadelphia, USA: F.A. Davis Company. • • Fiske, J. (1996). Introduction to communication studies (2nd ed.). London, United Kingdom: Routledge. • • Smith C.M., Davies E.T., (2008), Anthropology For Dummies, Nju Jork, Shtetet e Bashkuara të Amerikës: Wiley Publishing, Inc.,

Course Outcome

1	Student will understand styles used in different vusial formats
2	Students will demonstrate basic skills in analyzing different visual communication mediums and formats
3	Students will gets appropriate skills to evaluate materials of visual communcation

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	0	0
Projects	1	20
Term Projects	0	0
Laboratory	0	0
Class Participation	1	10
Total in-term evaluation percent		**60**
Final exam percent		**40**
Total		**100**

ECTS Workload (Based on Student Workload)

Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	1	10	10
Midterms	1	4	4
Final Exam	1	4	4
Other	0	0	0
Total Work Load			**122**
Total Work Load / 25 (hours)			**4.88**
ECTS			**5.00**