

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 Rudi Dunga, Msc							
Assistant							
Course language Albanian							
Course level Bachelor							
Description This course helps students understand the issues of visual perception and how it is communicated correctly through visual elements, giving them theoretical and practical knowledge to help them understand and apply in a responsible and professional manner what they have acquired in practical knowledge. This course also helps students of public relations and marketing communication to evaluate and use the knowledge to best convey information in all areas of communication.							
Objectives This course aims to provide students with in-depth information in the field of visual communication. At the end of the course, they will be able to interpret different situations and be able to prepare different visual content within PR and marketing 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	<ul style="list-style-type: none"> • • Leksione të përgatitura nga pedagogu • • Sheree Josephson, James D. Kelly and Ken Smith (2020). Handbook Of Visual Communication Theory, Methods, And Media (2nd ed.). New York. • • Ekaterina Walter and Jessica Gioglio. (20164). The Power of Visual Storytelling - How to Use Visuals, Videos, and Social Media. 		
References	<ul style="list-style-type: none"> • • 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	Studentët do të kuptojnë stilet dhe tonet e ndryshme të përdorura për formate të ndryshme pamore.		
2	Studentët do të demonstrojnë aftësi bazike mbi teknikat e analizimit të medumeve të komunikimit pamor për lloje të ndryshme mediash.		
3	Studentët do të aftësohen në vlerësimin dhe kritikën e materialeve të komunikimit pamor.		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	30
Quizzes		0	0
Projects		0	0
Term Projects		0	0
Laboratory		0	0
Class Participation		1	10
Total in-term evaluation percent			40
Final exam percent			60
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	5	70
Duties	0	0	0
Midterms	1	1	1
Final Exam	1	2	2
Other	0	0	0
Total Work Load			121
Total Work Load / 25 (hours)			4.84
ECTS			5.00