

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
<b>Lecturer</b> Rudi Dunga, Msc							
<b>Assistant</b>							
<b>Course language</b> Albanian							
<b>Course level</b> Program Profesional 2-Vjeçar							
<b>Description</b> 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.							
<b>Objectives</b> 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.							
<b>Core Concepts</b> 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	Theory of Perception - A neurological perspective on visual communication. - The technological revolution. - Vision Mechanics. - Emotional Systems - Super Reflection and Cultural Absorption.						
3	Visual Recognition - The story of the "first" - Processing speed, emotion, consciousness - Visuals and audio - Visual recognition in a media ecosystem - Images as representations of the physical world - Cognition and Emotion						
4	Visual-Verbal Balance - Visual recognition and information processing - The role of visual-verbal content in information processing - Visual recognition and advertising - Design of visual recognition messages						
5	Applying Aesthetic Principles - Storytelling through Photojournalism - Photojournalism: Aesthetics, History and Technique - Aesthetic principles - The rule of thirds - Golden Mean or Golden Ratio - Positive-Negative Space - Secrets of invisibility						
6	Aesthetics in Media Products - Coding and decoding of meta-messages - What is Applied Media Aesthetics? - Basic Elements - Meta-Messages						
7	Digital Media Theory - From one-way to multi-way communication - Focused text on visual platforms - Theory of Cultivation - Social learning theory - The Affordance Framework - Identity Possibilities - Cognitive skills						
8	Midterm exam						
9	The Theory of Visual Intertextuality - Exploring political and visual communication - Intertextuality through the war of Memes - The evolution of Intertextuality - Political memes						
10	Zhvillimi i Tregimit Vizual - Tregimi vizual i ngjarjeve - Evolucionimi i tregimit pamor						

<b>11</b>	Development of Visual Storytelling - Visual narration of events - The evolution of visual storytelling
<b>12</b>	Photography, case studies □ Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 246-272
<b>13</b>	Movies, case studies □ Lester, P. M. (2018). Visual communication: Images with messages. Dallas, TX, USA: WritingForTextbooks. Pg. 274-321
<b>14</b>	Knowledge evaluation, assignment presentations
<b>15</b>	Knowledge evaluation, assignment presentations
<b>16</b>	Final Exam
<b>Prerequisites</b>	The student must attend the course at a minimum rate of 75%.
<b>Literature</b>	<ul style="list-style-type: none"> <li>• • Leksione të përgatitura nga pedagogu</li> <li>• • Sheree Josephson, James D. Kelly and Ken Smith (2020). Handbook Of Visual Communication Theory, Methods, And Media (2nd ed.). New York.</li> <li>• • Ekaterina Walter and Jessica Gioglio. (20164). The Power of Visual Storytelling - How to Use Visuals, Videos, and Social Media.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• • Fiske, J. (1996). Introduction to communication studies (2nd ed.). London, United Kingdom: Routledge.</li> <li>• • Smith C.M., Davies E.T., (2008), Anthropology For Dummies, Nju Jork, Shtetet e Bashkuara të Amerikës: Wiley Publishing, Inc.,</li> </ul>
<b>Course Outcome</b>	
<b>1</b>	Students will understand the different styles and tones used for various visual formats.
<b>2</b>	Students will demonstrate basic skills in analyzing visual communication techniques across different media types.
<b>3</b>	Students will become proficient in evaluating and critiquing visual communication materials.

<b>Course Evaluation</b>			
<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>	
Midterms	1	30	
Quizzes	0	0	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
<b>Total in-term evaluation percent</b>		<b>40</b>	
<b>Final exam percent</b>		<b>60</b>	
<b>Total</b>		<b>100</b>	
<b>ECTS Workload (Based on Student Workload)</b>			
<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total (hours)</b>
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
<b>Total Work Load</b>			<b>121</b>
<b>Total Work Load / 25 (hours)</b>			<b>4.84</b>
<b>ECTS</b>			<b>5.00</b>