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	1. Understanding visual communication theories and strategies within the context of public relations and marketing communications. 2. Mastering visual communication techniques to influence and engage target audiences effectively. 3. Developing the skills to create and utilize visual tools for impactful public 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	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	Development of Visual Storytelling - Visual narration of events - The evolution of visual storytelling

11	Types and tactics of Visual Marketing - Types of images used for visual content - Photo - Graphics and drawings - Images created by the user - Cartoons
12	Photography - The role of photography in visual communication - Key visual elements of an effective photograph - Photography and its impact on visual brand identity - Case studies and real-world examples
13	Repetition: What we have learned, what we have achieved, and how it differs from the first session of the course.
14	Project presentation
15	Project presentation
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• • 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	• • 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	Students will understand the different styles and tones used for different visual formats.
2	Students will demonstrate basic skills on the techniques of analyzing visual communication media for different types of media.
3	Students will be trained in the evaluation and criticism of visual communication materials.

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	0	0
Midterms	1	5	5
Final Exam	1	5	5
Other	0	0	0
Total Work Load			**114**
Total Work Load / 25 (hours)			**4.56**
ECTS			**5.00**