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	Nevila Samarxhi, Msc
Assistant	
Course language	Albanian
Course level	Program Profesional 2-Vjeçar
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 public relations and marketing communication students to evaluate and use their knowledge to best convey information in all areas of communication. The Visual Communication course explores the main theoretical areas in visual communication and presents research methods used in the ways people see and how this visual communication process occurs. The course will include the 12 main theories in visual communication: aesthetics, perception, representation, rhetoric, etc. Familiarity with basic theoretical concepts paves the way for understanding and the acquisition of other subjects according to those of "Graphic Design", "Multimedia" or "Advertising Design".
Objectives	This course is designed to better understand the field and the tools and elements of visual communication. This course will: -Make students understand the value that visual communication has in building a message. -Make students equipped with knowledge about the evolution of media and how they can be consumers and producers of information, advertising, public relations and entertainment. -Make students learn ways to identify and use effective resources in achieving goals through visual communication. -Make students develop ethical values, professional attitudes and personal skills necessary for preparation as multimedia and graphic design specialists -Make students understand the value that visual communication has in building a message.
Core Concepts	1. Visual Communication 2. Visual Communication Theories 3. Visual Communication Elements 4. Application of Aesthetic Principles. 5. Reading of visual graphic messages

Course Outline

Week	Topic
1	Presentation of the subject, Books to be read, introduction to the subject. - What are the types of Visual Communication, Typography, communication between letters. - Various graphics. Various photo layouts with interlaced graphics Communication with moving photos, not static. - Each of these types plays a critical role in conveying information and making a design visually appealing. https://www.youtube.com/watch?v=wKjI7tZ9Hj0
2	Perception Theory - - A Neurological Perspective on Visual Communication. - The technological revolution. - Vision Mechanics. - Emotional Systems - Super Mirror and Cultural Absorption. - Perception, a process through which individuals organize and interpret the impressions of their feelings to give meaning to the environment in which they live. - Discussion, current topic. Page 45/ Book "HANDBOOK OF VISUAL COMMUNICATION THEORY, METHODS, AND MEDIA"

3	Visual Cognition - History of "seeing" - Processing speed, emotion, consciousness - Visual and audio images -Visual cognition in a media ecosystem - Images as representations of the physical world - Cognition and Emotion. - Cognitive processes shape how we perceive, interpret, and understand emotional cues, while emotions influence how we express and interpret emotional cues from others. - Discussion, foreign and Albanian case. *Assignment: Random photo assignment in different perspectives for visual communication! Page 193/ Book "HANDBOOK OF VISUAL COMMUNICATION THEORY, METHODS, AND MEDIA"
4	Visual-Verbal Balance - Visual Cognition and Information Processing - The Role of Visual-Verbal Content in Information Processing - Visual Cognition and Advertising - Visual Cognition Message Design. Designers influence users' perceptions and guide them toward desired behaviors by structuring visual elements such as menu symbols, fonts, and colors. Discussion, visual communication in today's world is just not a good idea, It is vital. *Assignment: random photo for discussion* Page 195/ Book "HANDBOOK OF VISUAL COMMUNICATION THEORY, METHODS, AND MEDIA"
5	Application of Aesthetic Principles - Storytelling through Photojournalism - Photojournalism: Aesthetics, History and Technique - Aesthetic Principles - Rule of Thirds - Golden Mean or Golden Ratio - Positive-Negative Space - Secrets of Invisibility. Although theory and methodology may be less visible and less overtly expressed than in traditional research, and although aesthetics may seem as important as facts in media presentations, the twin concomitants of ideation and problem solving are embedded in media applications.
6	Aesthetics in Media Products - Encoding and decoding meta-messages - What is Applied Media Aesthetics? - Basic Elements - Meta-Messages. Applied media aesthetics, theory, and methodology are less obvious and more pragmatic than in traditional visual communication research. Estheticians are generally for mass consumption. The productions of applied media aesthetics are no less valuable as an expression of knowledge. Discussion and submission of the assignments! Discussion of messaging platforms.
7	Digital Media Theory - From One-way to Multi-way Communication - Text Focused on Visual Platforms - Cultivation Theory - Social Learning Theory - Affordance Framework - Identity Possibilities - Cognitive Skills!
8	Midterm exam
9	Visual Intertextuality Theory - Exploring Political and Visual Communication - Intertextuality through the Meme War - Evolution of Intertextuality - Political Memes. Intertextuality analyzes whether it is possible to talk about original texts and original authors. Emphasis is placed on the reader's ability to decipher the connection between texts. The forms of intertextuality are: quotation, paraphrasing, allusion, parody, collage, montage, reminiscence.
10	Development of Visual Storytelling - Visual storytelling of events - Evolution of visual storytelling. Storytelling is one of the oldest and most important art forms known to mankind. How societies are formed, communicated and immortalized through this art form. Value systems, ways of life, and cultures have been preserved or changed over time because of the particular histories that emerged in different human settlements.
11	Informative graphics - An infographic is a visual presentation of information using charts, graphs, maps, tables, and other design elements to communicate complex data clearly and effectively. Infographics combine text and graphic information to create a visual and easy-to-understand representation of data.
12	Photos, illustrations latest trend. What is Illustration Design? Illustration design combines graphic design and classic illustration. Graphic design prioritizes communication and illustration falls within fine art. Thus, illustration design becomes the best of both worlds. Illustration design will apply the basics of shape, color, shapes and layouts.
13	Different films, genres and styles of films have different visual communication strategies, depending on the purpose and tone of the film. Visual communication helps filmmakers create a consistent and coherent aesthetic that fits their genre and style.
14	How to read the words? How to understand them? How to read graphic images? How to tell stories with multimedia elements. A multimedia story is narrative content that uses video, images, or audio (or a combination of the three) to tell a story. Multimedia stories can include data visualizations, infographics, slideshows, social media posts, interactive maps, animations, and many other types of visual and audio elements.
15	Project. What have we learnt, achieved, and whee is the difference from the first lesson?

16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• • Leksione të përgatitura nga pedagogu • "Handbook Of Visual Communication Theory, Methods, And Media (2nd ed.)" By Sheree Josephson, James D. Kelly and Ken Smith (2015). New York • "The Power of Visual Storytelling - How to Use Visuals, Videos, and Social Media". by Ekaterina Walter and Jessica Gioglio. (2014)
References	• Visual communication : images with messages: Paul Martin Lester, 2020 • "Introduction to communication studies (2nd ed.)" by Fiske, J. (1996). London, United Kingdom: Routledge. • "Design for Visual Communication" by Klimis Mastoridis, Niki Sioki and Mary C. Dyson, 2019

Course Outcome

1	Identifying base concepts of visual communication(color, form, line, texture)
2	Explaining how design components affect visual perception.
3	Analyzing the message, the audience to adapt the visual communication according to different demographic groups.
4	Knowing to apply visual material principles.
5	Knowing to implement color and composing theories in real designs.
6	Comparing visuals, different design alternatives and suggest various improvements for changes in message and style.
7	Knowing to evaluate the effectivity of a visual communication project.
8	Giving a critical feedback for his work and others.
9	Developing new visual projects which combine creativity and visual communiation.
10	Experimenting with different forms of visual communication in the fields of marketing and art.

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	0	0
Projects	1	10
Term Projects	0	0
Laboratory	0	0
Class Participation	1	10
Total in-term evaluation percent		**50**
Final exam percent		**50**
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	1	3	3
Midterms	1	1	1
Final Exam	1	2	2
Other	0	0	0
Total Work Load			**124**
Total Work Load / 25 (hours)			**4.96**
ECTS			**5.00**