

Course Name : Visual Communication							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
IMC 305	B	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 The objectives of the "Visual Communication" Course are: Understanding the basics of visual communication: Students should understand the basic concepts of visual communication, including the elements of graphic design, photography, animation, and color. This includes the study of the history of visual communication and the development of image reading. Analyzing Visual Messages: Students should be able to analyze and understand hidden messages in images. This includes the study of visual semiotics and in-depth knowledge of the interpretation of images in the context of culture and society. Building knowledge on the ethics of visual communication: Preparing students to understand and apply ethical standards in visual communication, including fair treatment of subjects and responsible use of images.							
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	Development of Visual Storytelling - Visual narration of events - The evolution of visual storytelling
12	Photography and Movies - Case studies
13	Printed promotional materials - Case studies
14	Knowledge evaluation, assignment presentations
15	Project presentation
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	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	10	10
Final Exam	1	10	10
Other	0	0	0
Total Work Load			124
Total Work Load / 25 (hours)			4.96
ECTS			5.00