SCHOOL OF TRADES & TECHNOLOGY

COURSE OUTLINE - LEARNING OUTCOMES BASED COURSES

1. **Course Information:**

   Course Name: Visual Communication

   Course Number: ARTS-0014

   Program: Interactive Media Arts

   Total Course Credits: 6

   Prerequisite(s):   None

   Corequisite(s):   None

   Learning Resource(s):

   Sketchpad, pencils, Internet Resources

2. **Course Description:**

   This course prepares students for the challenges of imagining, visualizing, designing, and composing for interactive media. The focus is on useful, time-related visual communication techniques. Students represent ideas as design elements for creative planning and successful execution. They create storyboards that clearly communicate subject's distance, direction, speed and other qualities of motion. Students use visual metaphor, parallels and common associations to communicate persuasive, informative and entertaining messages. They use good composition, appropriate colour schemes and balanced typography to get and hold attention. Students exhibit recognition of key creators, styles and quality concepts from the history of art, design and film. They demonstrate awareness of current trends in art, design and film.

3. **Rationale:**

   The Design Industry requires a solid foundation in the ways we can communicate a message. This course will encourage the learner to think creatively to find solutions to business problems while applying best design practices to visually organize content, present information, and hold the audience's attention.

4. **Learning Outcomes:**

   At the completion of the course the learner should be able to:
   1. Identify elements and principles of design to facilitate visual communication skills.

2. Differentiate current design trends with past art styles in order to carry out effective design choices for specific needs.
3. Combine typography and layout standards in order to communicate a message.
4. Evaluate designs, motion graphics, art pieces or video clips based on design elements and set criteria.
5. Combine best design practices to visually organize content, present information, and hold the audience attention.
6. Design visually creative solutions to help solve business problems.
7. Demonstrate employability skills on a daily basis.

5. Elements of Performance:

1. Identify elements and principles of design to facilitate visual communication skills.
   1.1. Describe elements and principles of design.
   1.2. Interpret the elements and principles of design utilized.
   1.3. Apply elements and principles of design for visual communication.

2. Differentiate current design trends with past art styles in order to carry out effective design choices for specific needs.
   2.1. Identify design styles historically.
   2.2. Analyze current designs based on knowledge learned of different styles.
   2.3. Evaluate designs based on best design practices.

3. Combine typography and layout standards in order to communicate a message.
   3.1. Identify typography rules and layout standards.
   3.2. Arrange typography and layout standards in the creation of visual solutions.
   3.3. Practice typography and layout standards in our personal communication.
   3.4. Diagram the History of Typography

4. Evaluate websites, motion graphics, art pieces or video clips based on design elements and set criteria.
   4.1. Determine good application of elements and principles of design in our contemporary culture.
   4.2. Analyze the reasons why the application of the elements and principles of design were applied.
   4.3. Describe websites, art pieces, video clips, and motion videos according to set criteria.
   4.4. Analyze websites, art pieces, video clips, and motion videos according to set criteria.
   4.5. Interpret websites, art pieces, video clips, and motion videos according to set criteria.

5. Combine best design practices to visually organize content, present information, and hold the audience attention.
   5.1. Illustrate creative process in sketch form or thumbnails, which will help visualize the different ideas generated.
   5.2. Demonstrate clear visual hierarchies.
   5.3. Demonstrate principles of attention getting and holding.
   5.4. Summarize audience feedback to help in the development of visual skills

6. Design visually creative solutions to help solve business problems.
    6.1. Identify client or business pain by asking the why, where, when, who, what and how (5 W's).
    6.2. Analyze the client or business pain to help brainstorm ideas for different solutions.
    6.3. Use best design practices to generate a creative visual solution.
    6.4. Integrate problem-solving techniques to develop projects.

7. Demonstrate employability skills on a daily basis.
    7.1. Arrive on time, participate, ask questions, help to clarify, make suggestions, and collaborate with the team.
    7.2. Use technology to perform required tasks.
    7.3. Work independently and collaboratively.
    7.4. Collaborate effectively with others on some assignments.

6. Delivery Methods:

Students are introduced to visual communication concepts through a combination of short lectures, reading, research, problem-based learning activities, guest speakers, cooperative learning activities, and hands-on learning activities. These concepts are then applied in activities designed to build and develop visual communication skills.

7. Assessment and Evaluation:

All assignments and projects must be submitted to get a final mark for this course. If you failed to provide one assignment or more, you will not have a completion mark.

Assignments or projects submitted after the deadline will be subject to a penalty assigned by Instructor.

Assessment	Weight
4 Assignments @ 15% each	60%
1 Project 30% each	30%
Professionalism	10%
Total	**100%**

Supplemental Privileges:

Supplemental privileges are allowed if all coursework completed and delivered on time.

Evaluation Scale:

A+	90 - 100	B+	76 - 79	C+	66 - 69	D	50 - 59
A	80 - 89	B	70 - 75	C	60 - 65	F	0 - 49

Passing mark if different from evaluation scale: N/A

As attendance is critical to the learning progress of students in this course, each unexcused absence will result in a 2% reduction from the final course mark. 5 days absence from all courses with no contact made with the school office will result in a withdrawal from the program.

8. **Essential and Employability Skills:**

Communication	Critical and Creative Thinking	Self Management and Organization	Working with Others	Use of Technology
☒ Speaking	☒ Critical thinking	☒ Organizational and time management skills	☒ Respectful interactions	☒ Use Information and Communication Technology (ICT) to perform required tasks
☒ Listening	☒ Creative thinking	☒ Initiative and risk taking abilities	☒ Recognition of and respect for diversity and individual differences	☒ Manage digital information
☒ Reading	☒ Problem Solving	☒ Flexibility and adaptability	☒ Interpersonal communication skills	☒ Use digital tools to reflect and record learning
☐ Writing	☒ Research Skills	☐ Personal and social responsibility	☒ Collaboration and co-operation	☒ Communicate effectively online
☐ Presenting		☒ Planning skills	☐ Consensus skills	☐ Engage in relevant online communities
☐ Numeracy		☐ Safe work practices	☐ Negotiation	☐ Manage group interactions using multiple technologies
			☐ Conflict resolution	☐ Develop fluency in online authoring and publishing

9. Topical Outline:

Ongoing: Professionalism is measured daily in engagement and contribution to class.

Week	Dates	Module	Topics	Tasks
1	September 2 – 5	1	Course Outline Elements & Principles of Design	Introductions
2	September 8 – 12	2	Iconography	A1 Begins
3	September 15 – 19			
4	September 22– 26	3	Typography	A1 Due
5	September 29 – October 3	4	How the eye moves / Layout / Rule of thirds	A2 Begins
6	October 6 – 12	5	Commercialization	
7	October 13 – 19	6	Colour Theory	A2 Due
8	October 20 – 24	7	XX Century Styles	A3 Begins
9	October 27 – October 31	8	Marketing Campaigns	Pumpkin Carving
10	November 3 – 9	9	Comic / Graphic Knowledge	A3 Due
11	November 10 – 14	10	Visual Story Telling	A4 Begins
12	November 17 – 21	11	Visual Problem Solving	A4 Due
13	November 23 – 28	12	Cinema through time	P Begins
14	December 1 – 7	13	Production Design	A5 Due
15	December 8 – 12		Review material learned & final project	
16	December 15 - 19		Review material learned & final project	P Due

10. Details of Preparation:

_____   1 August 2014
Prepared by: Date

11. Approval:

_____   1 August 2014
Recommended for approval by: Date
Program Chair or Designate

_____   1 August 2014
Approved by: Date
Dean/Designate or Director/Designate