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): Digital Design, Networld, and Writing Skills

   Learning Resource(s):

   Sketchpad, pencils, Internet Resources

2. **Course Description:**

   Visual communication skills are approached in this course. Students are introduced to different means of visual communication through history. Visual communication's importance and relevance in our current society will also be discussed. Activities and research projects are used to build skills in analysis and interpretation to make creative solutions to business problems. These will be the basis for learning how to approach any situation into our changing Industry.

3. **Rationale:**

   This course is required for a two-year diploma in Interactive Media Arts. Industry requires a solid foundation on the different ways we can communicate a message, and think creatively to find solutions to business problems. An Industry professional must be able to find answers to the different challenges posed by industry.

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 visual 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.

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 visual creative solutions to help solve business problems.
   6.1. Identify client or business pain by asking the why, where, when, who, 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 clarify, make suggestions, and team collaboration.
    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
5 Assignments @ 10% each	50%
2 Projects @ 20% each	40%
Professionalism	10%
Total	**100%**

Supplemental Privileges:

Supplementals 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: Click here to enter mark.

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 3 – 6	1	Course Outline Elements & Principles of Design	Introductions
2	September 9 – 13	2	Iconography	A1 Begins
3	September 16 – 20			
4	September 23 – 27	3	Typography	A1 Due
5	September 30 – October 4	4	How the eye moves / Layout / Rule of thirds	A2 Begins
6	October 7 – 11	5	Commercialization	P1 Begins

7	October 14 – 18	6	Colour Theory	A2 Due
8	October 21 – 25	7	XX Century Styles	A3 Begins
9	October 28 – November 1	8	Marketing Campaigns	P1 Due Pumpkin Carving
10	November 4 – 8	9	Comic / Graphic Knowledge	A3 Due
11	November 11 – 15	10	Visual Story Telling	A4 Begins
12	November 18 – 22	11	Visual Problem Solving	A4 Due
13	November 25 – 29	12	Cinema through time	A5 Begins P2 Begins
14	December 2 – 6	13	Production Design	A5 Due
15	December 9 – 13		Review material learned & final project	
16	December 16 - 20		Review material learned & final project	P2 Due

10. Details of Preparation:

June 19, 2013

Prepared by: Date:

11. Approval:

Recommended for approval by: Date:
Program Chair or Designate

Approved by: Date:
Dean/Designate or Director/Designate