ASSINIBOINE COMMUNITY COLLEGE

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, Adobe Creative Cloud.

2. **Course Description:**

   This course prepares students for 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 balance 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 way we can communicate a message. The importance of delivering a message that is capable to hold the audience attention in a world that is constantly changing the way we communicate is crucial for student success.

   This course will encourage the learner to think creatively to find solutions to business problems while applying best practices to visually organize content, present information, and hold the audience's attention. Students will have an understanding of how communications has changed

over time, which will help them to analyze the information and create a message that fits within the requirements for the client or project in hand.

Visual Communications will help Interactive Media Arts students to help communicate creative ideas and an oral or visual way for their school experience or future employment opportunities in the industry. The knowledge will be acquire by completing assigned research work, co-operative interaction and professional communication with peers and instructors on a daily basis.

4. Learning Outcomes:

At the completion of the course the learner should be able to:

1. The learner should be able to critique art, advertising and film based on elements and principles of design.
2. The learner should be able to assess current design trends based on part art styles in order to carry out effective design choice for specific needs.
3. The learner should be able to combine typography and layout standards in order to communicate a message.
4. The learner should be able to evaluate websites, motion graphics, art pieces or video clips based on design elements and set criteria.
5. The learner should be able to combine best practices to visually organize content, present information to hold the audience attention.
6. The learner should be able to design visually creative solutions to help solve business problems.
7. The learner should be able to demonstrate professionalism in the course.

5. Elements of Performance:

1. The learner should be able to critique art, advertising and film based on elements and principles of design:
   1.1. Describe elements and principles of design in different visual formats.
   1.2. Interpret the elements and principles of design utilized in different visual formats.
   1.3. Justify the use of elements and principles of design utilized in different visual formats.
   1.4. Apply elements and principles of design for visual communications.

2. The learner should be able to critique art, advertising and film based on elements and principles of design:
   2.1. Identify design styles historically.
   2.2. Analyze the use of techniques in different historical art styles based on environmental, social or political influences at the time.
   2.3. Justify message communicated at the time of the art style based on the combination of elements and principles of design.

3. The learner should be able to 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. The learner should be able to 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. The learner should be able to combine best practices to visually organize content, present information to 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. The learner should be able to 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 problem ahead (client needs) 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. The learner should be able to demonstrate professionalism in the course:
   7.1.   Demonstrate respectful interactions for collaboration with classmates and instructor.
   7.2.   Demonstrate professionalism conduct through organization, punctuality and contribution to class.
   7.3.   Demonstrate communications skills by effectively sharing ideas and project process with classmates and instructor.

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**:

Assessment	Weight
4 Assignments @ 15% each	60%
1 Project	20%
Weekly Activities (non assignment related example – class participation, quizzes, learning activities, etc.)	10%
Professionalism Skills (attendance, communication, proper emailing, etc.)	10%
Total	**100%**

Supplemental Privileges:

All assignments and projects must be submitted to be able to receive a final mark for this course. If you failed to provide one assignment or more, you will not have a completion mark. All assignments must be delivered by the last day of classes, otherwise will be an automatic fail.

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

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

All 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.

You will need to notify Shannon Daciuk – Administrate Assistant for the School of Trades & Technology at daciuks@assiniboine.net explaining the reason why you will not be attending school. The notification must be prior the start of the day which the student will be missing.

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:**

Module 1 Week 1 - 3	Course outline Review, Professionalism understanding, review, expectations, Elements & principles of design, colour theory (Learning outcome 1) and problem solving techniques.

	Assignment 1
Module 2 Week 3 - 6	Visual communication throughout time, art styles research, identification and justification of the message made through time. (Learning outcome 2) Assignment 2
Module 3 Week 7 - 9	Typography and layout. (Learning outcome 3). Assignment 3
Module 4 Week 10 - 12	Commercialization, motion graphics, art pieces evaluation. (Learning outcome 4). Assignment 4
Module 5 Week 13 - 16	Final Project (Learning outcome 5 & 6).

10. Details of Preparation:

_____   28/06/2016

Prepared by: Date:

11. Approval:

                                                    June 25, 2016

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Recommended for Approval by: Date
Program Chair Designate

                                                    June 25, 2016

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Approval by: Date
Dean/Designate or Director/Designate