UNIVERSITI TEKNOLOGI MARA

CIT543: VISUAL AND PERCEPTUAL COMMUNICATION

Course Name (English)	VISUAL AND PERCEPTUAL COMMUNICATION APPROVED
Course Code	CIT543

MQF Credit	3

Course Description	This course exposes students to the communicative function and practice of visual imagery and concepts via words, images and technology. Topics explore the idea that memorable visuals, symbols and messages with text, colors and interactivity are crucial in creating individuals perceptions. Effective visuals are essential to inform, educate and persuade an individual. Topics in the syllabus explore the perspectives of image analysis, perception process, pictorial stereotyping, visual perception, visual cues and techniques in combining visual messages and pictures to create perceptions with memorable impact on the viewers.

Transferable Skills	Analysing and understanding visual images

Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation

CLO	CLO1 Analyze images and understand it from the media perspectives. CLO2 Compare and contrast between symbols that communicate messages visually CLO3 Explain the purpose of visual communication, its context and effect. CLO4 Assemble visual messages and pictures to communicate effective messages.

Pre-Requisite Courses	No course recommendations

Topics
1. 1. Introduction to visual and perceptual communication 1.1) 1.1 Understanding visual communication 1.2) 1.2 The dynamics of visual and perceptual communication 1.3) 1.3 The perception process in communication 1.4) 1.4 The dynamics of visual communication
2. 2. Fundamentals in visual perception 2.1) 2.1 Optical illusions 2.2) 2.2 How vision works 2.3) 2.3 Ambiguity and recognizable patterns 2.4) 2.4 The brains and interpretations
3. 3. Nature of visual communication 3.1) 3.1 Understanding sight, perception and cognition 3.2) 3.2 Physiology of sight and eye movement 3.3) 3.3 Color, depth, angle, motion 3.4) 3.4 Attention span and visual communication 3.5) 3.5 Sound and effects
4. 4. Principles of visual organization 4.1) 4.1 Contrast, Repetition, Alignment and Proximity 4.2) 4.2 Similarity, Proximity and continuation
5. 5. Visual communication theories 5.1) 5.1 Understanding visual communication theories 5.2) 5.2 Sensual theories of visual communication 5.3) 5.3 Perception and visual common sense 5.4) 5.4 The Sensual and Perceptual Theories of Visual Communication
6. 6. Tones and tonality 6.1) 6.1 The importance of tones in visual communication 6.2) 6.2 Exploring tonality

7. 7. Communication with Colors
7.1) 7.1 Color principles : Theory and practice
7.2) 7.2 Color wheels and color schemes
7.3) 7.3 Color self-portrait
7.4) 7.4 Color perception

8. 8. Symbols and visual communication
8.1) 8.1 Defining symbols in communication messages and perception building
8.2) 8.2 History and importance of symbols
8.3) 8.3 Types of symbols
8.4) 8.4 Symbols and its representations

9. 9. Visual storytelling
9.1) 9.1 Interpretating visuals and framing
9.2) 9.2 Ideas and implementation
9.3) 9.3 Photography and visual literacy

10. 10. The image analysis
10.1) 10.1 The nature and power of images
10.2) 10.2 Language, meaning and representation
10.3) 10.3 Typography
10.4) 10.4 Pictures and pictorial stereotyping

11. 11. The media and image analysis
11.1) 11.1 Graphic Design and depth perception
11.2) 11.2 Informational Graphics
11.3) 11.3 Geometrical illusions

12. 12. The electronic media and image analysis
12.1) 12.1 Television and Videos
12.2) 12.2 Illusion of motions
12.3) 12.3 Motion Pictures
12.4) 12.4 Motion perception

13. 13. The new media and image analysis
13.1) 14.1 The changing media representations of images
13.2) 14.2 Implication of new media on visual and perceptual communication
13.3) 14.3 The challenges of new media on visual and perceptual communication
13.4) 14.4 Ethical issues in the new media

14. 14. New Media technology and visual communication
14.1) 14.1 The changing media representations of images
14.2) 14.2 Implication of new media on visual and perceptual communication
14.3) 14.3 The challenges of new media on visual and perceptual communication
14.4) 14.4 Ethical issues in the new media

Assessment Breakdown	%
Continuous Assessment	80.00%
Final Assessment	20.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	n/a	50%	CLO3 , CLO4
	Individual Project	n/a	30%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text	• BergstrÃƒÂ¶m, B. 2008, *Essential of Visual Communication*, Laurence King London
	Reference Book Resources	• Danesi, M. 2004, *Messages, Signs, And Meanings: A Basic Textbo*, Canadian Scholars' Press Inc
		• Bruce, A. B. 2008, *The Visual Story: Creating The Visual Structu*, Elsevier Inc
		• Fontana, D. 1993, *The Secret Language of Symbol*, Duncan Birds Publishers
		• Sutton, T. & Whelan, M. B. 2004, *The Complete Color Harmony*, Rockport Publishers Inc
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	