



UNIVERSITI TEKNOLOGI MARA

CPM564: VISUAL PERSUASION

Course Name (English)	VISUAL PERSUASION APPROVED
Course Code	CPM564
MQF Credit	3
Course Description	In today's multimedia world, effective arguments rely increasingly on the power of images to persuade their audience. This course will give details about the theory of visual persuasion from aesthetic, cultural, and political perspectives. In this course, through a series of lectures, and reading assignments, students will explore notions of medium and examine the general theories that explain persuasion and one's ability to influence others. Students also exposed to use prominent theories of communication to illustrate how mediation in various forms has impacted perception and communication over time. A group discussion will help students to learn, recognize, explore and identify a communication skills, images attitudes and competencies associated with persuasion, influence and motivation. At the end of course, students moreover will learn some of the psychological based of perception, cognition, semiotics and history that lead to realization of visual message.
Transferable Skills	At the end of the course, students should be able to understand techniques/ methods to promote photographic images professionally.
Teaching Methodologies	Lectures, Blended Learning, Practical Classes, Reading Activity, Discussion
CLO	CLO1 Analyze how visual imagery influences behavior, develop strategies to protect themselves from the unwanted message images convey. CLO2 Respond to the formal elements of visual imaging in their own creations and deliver with a persuasive message CLO3 Determine the nature of visual persuasion in everyday life
Pre-Requisite Courses	No course recommendations
Topics	
	1. Visual Communication: To Sense, To Select and To perceive 1.1) 1. Introduction to Visual persuasion
	2. Visual Communication: To Sense, To Select and To perceive 2.1) 2. Purpose of Visual persuasion 2.2) The Visual Process 2.3) Visual imagery in Visual persuasion
	3. Visual Communication: To Sense, To Select and To perceive 3.1) 3. Theories of Visual Communication 3.2) Visual Communication's Circle Dance
	4. Visual Communication: To Sense, To Select and To perceive 4.1) 4. Elements of Design in Visual Communication 4.2) • Point (dot), line, shape, volume, scale, spatiality, balance, 4.3) • Direction, lighting, color, proportion: the golden section 4.4) 4.5) 1st Assignment – individual
	5. Visual Communication: To Sense, To Select and To perceive 5.1) 5. Composition 5.2) Simplicity, economy, Asymmetrical balance, symmetry balance, tic-tac-toe, selective focus, angle of view, perspective and juxtaposition
	6. Visual Communication: To Sense, To Select and To perceive 6.1) Assessment 1st Assignment – individual

<p>7. Theories of Perceptual 7.1) 6. The sensual theory - Gestalt 7.2) • Law of Similarity 7.3) • Law of proximity 7.4) • Law of continuation 7.5) • Law of common fate</p>
<p>8. Theories of Perceptual 8.1) 7. The sensual theories - Constructivism 8.2) • Short-Term Memory Builds Images</p>
<p>9. Theories of Perceptual 9.1) 8. The sensual theory - Semiotic 9.2) • 3 types of sign – Iconic, Indexical and Symbolic 9.3) • Picture as representational 9.4) 9.5) 9.6) 2nd Assignment – group (content analysis)</p>
<p>10. Theories of Perceptual 10.1) 9. The Perceptual theory - Cognitive. 10.2) • Memory (The Past Affects the Present) 10.3) • Projection (Giving Objects Added meaning--Tarot Cards) 10.4) • Expectation (Assumptions About What Must Be Present) 10.5) 10.6) 10. Perspectives for analyzing Visual messages</p>
<p>11. Theories of Perceptual 11.1) Assessment 2nd Assignment – group (content analysis)</p>
<p>12. Visual Persuasion- Mixing Advertising and Journalism 12.1) 11. Visual persuasion in Advertising 12.2) • Shock Advertising 12.3) • The role of Propaganda 12.4) • The impact of Advertising</p>
<p>13. Visual Persuasion- Mixing Advertising and Journalism 13.1) 12. Visual persuasion in Photo journalism 13.2) • Reporting the News 13.3) • Corporate Influences 13.4) • Sixty-eight Percent of a Newspaper is Advertisements</p>
<p>14. Visual Persuasion- Mixing Advertising and Journalism 14.1) Final Discussion and Work Preparations 14.2) Final Work Submission</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Discussion	A CONTENT ANALYSIS OF TV COMMERCIAL	25%	CLO3
	Group Project	Analysis about the quality of the idea; the relationship between words and pictures: the visual quality of the photograph	20%	CLO2
	Individual Project	Understanding Communication Process Assignment: This project is designed to enable students to understand the important of effective communication and generating an effective images.	15%	CLO1

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Anne Frances Wysocki and Dennis A. Lynch 2012, <i>Compose, Design, Advocate: A Rhetoric for Integrating Written, Visual, and Oral Communication</i> • Harrison, Claire. 2003, <i>Visual social semiotics: understanding how still images make meaning</i> • Paul Martin Lester 2002, <i>Visual Communication – Images with Messages</i> • Perloff, R. M. 2010, <i>The Dynamics of Persuasion: Communication and Attitudes in the 21st Century.</i>, 4th Edition. Ed., Routledge New York • Davis, Larry S 2001, <i>Foundations of Image Understanding</i> [ISBN: 978-1-4615-1] • Terry Barrett 1996, <i>Criticizing Photographs: An Introduction to Understanding Images</i> [ISBN: 1559345268] • Md. Atiqur Rahman Ahad 2012, <i>Motion History Images for Action Recognition and Understanding</i>, Springer [ISBN: 1447147294]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources