# UNIVERSITI TEKNOLOGI MARA

**CPM594: VISUAL PERSUASION IN PHOTOGRAPHY**

| Course Name (English) | VISUAL PERSUASION IN PHOTOGRAPHY  APPROVED |
|---|---|
| Course Code | CPM594 |

| MQF Credit | 2 |
|---|---|

| 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 skill, 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 | Life Long Learning<br>Teamwork<br>Leadership<br>Critical Thinking |
|---|---|

| Teaching Methodologies | Field Trip, Case Study, Small Group Sessions , Collaborative Learning |
|---|---|

| CLO | CLO1  Solve visual issues and problems related Visual Persuasion<br>CLO2  Demonstrate leadership values in coordinating a team project<br>CLO3  Study certain issues and explore new information on visual persuasion |
|---|---|

| Pre-Requisite Courses | No course recommendations |
|---|---|

| Topics |
|---|
| **1. Purpose of Visual persuasion**<br>1.1) N/A |
| **2. The Visual Process**<br>2.1) N/A |
| **3. Visual Imagery in Visual Persuasion**<br>3.1) N/A |
| **4. Visual Communication's Circle Dance**<br>4.1) N/A |
| **5. Visual Element in Visual Communication**<br>5.1) N/A |
| **6. Composition**<br>6.1) N/A |
| **7. The Sensual Theory- Gestalt**<br>7.1) N/A |
| **8. The Sensual Theory- Constructivism**<br>8.1) N/A |
| **9. The Sensual Theory- Semiotic**<br>9.1) N/A |
| **10. The Perceptual Theory- Cognitive**<br>10.1) N/A |

| |
|---|
| **11. Visual Persuasion in Advertising**<br>11.1) N/A |
| **12. Visual Persuasion in Photojournalism**<br>12.1) N/A |
| **13. Portfolio Preparation**<br>13.1) N/A |
| **14. Final assessment**<br>14.1) N/A |

| Assessment Breakdown | % |
|---|---|
| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|---|---|---|---|---|
| | Assignment | Two times tests related to the theories & techniques of understanding photographs require student to gain knowledge to emphasize the attribute of 'knowledge' in MQF 1 LOD | 40% | CLO1 |
| | Assignment | Group projects required students to unleash 'leadership skills 'and values in coordinating a team project or task which contributes to MQF LOD5 | 40% | CLO2 |
| | Visual Asssessment | Shows interest and initiative in self-directed learning related to' MQF 7 LOD | 20% | CLO3 |

| Reading List | Recommended Text | • Barbara Zoltan 2012, *Vision, Perception, and Cognition: A Manual for the Evaluation and Treatment of the Adult with Acquired Brain Injury*, 4th Edition Ed., SLACK Incorporated United State [ISBN: 13 9781556427] |
|---|---|---|
| | | • Richard M. Perloff 2016, *The Dynamics of Persuasion, Communication and Attitudes in the Twenty-First Century*, 6th EDITION Ed., Routledge [ISBN: 1467219800] |
| | | • Ted Nannicelli and Paul Taberham 2014, *Cognitive Media Theory*, Taylor & Francis [ISBN: 9780415629] |
| | Reference Book Resources | • Theo Van Leeuwen & Carey Jewitt 2004, *The Handbook of Visual Analysis*, 8, SAGE [ISBN: 978-076196477] |
| | | • Paul Lester 2000, *Visual Communication: Images with Messages*, 6th Edition Ed., SAGE USA [ISBN: 1133308643] |
| Article/Paper List | This Course does not have any article/paper resources | |
| Other References | This Course does not have any other resources | |