Course Name (English)	VISUAL COMMUNICATION FOR INSTRUCTIONAL DESIGN APPROVED
Course Code	CIT452

MQF Credit	2

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 individual 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	Analyzing visual meanings

Teaching Methodologies	Lectures, Discussion, Presentation

CLO	CLO1 Present the idea of visual communication, its context and effect in preparing for final group project.
	CLO2 Display visual messages and pictures to communicate effective messages.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to visual and perceptual communication
1.1) Understanding visual communication
1.2) The perception process in communication
2. Fundamentals in visual perception
2.1) Optical illusions
2.2) How vision works
2.3) Ambiguity and recognizable patterns
2.4) The brains and interpretations
3. Nature of visual communication
3.1) Understanding sight, perception and cognition
3.2) Physiology of sight and eye movement
3.3) Attention span and visual communication
4. Principles of visual organization
4.1) Contrast, Repetition, Alignment and Proximity
4.2) Similarity, and continuation.
5. Visual communication theories
5.1) Understanding visual communication theories
5.2) Sensual theories of visual communication
5.3) Semiotics
5.4) Gestalt Theory
5.5) Constructivism
5.6) Cognitive Theory
5.7) Huxley-Lester Model
6. Communication with Colors
6.1) Color principles: Theory and practice
6.2) The power of color: Impact, organizations and emotions
6.3) Color wheels and color schemes
6.4) Color perception

7. Symbols and visual communication
7.1) Defining symbols in communication messages and perception building
7.2) History and importance of symbols
7.3) Types of symbols
7.4) Symbols and its representations

8. Visual storytelling
8.1) Interpreting visuals and framing
8.2) Ideas and implementation
8.3) Photography and visual literacy
8.4) Storyboarding

9. The image analysis
9.1) The nature and power of images
9.2) Language, meaning and representation
9.3) Graphic Design and depth perception
9.4) Geometrical illusions
9.5) Pictures and pictorial stereotyping

10. The media and image analysis
10.1) Typography
10.2) Logo Design
10.3) Infographics
10.4) Advertising

11. The electronic media and image analysis
11.1) Television and Videos
11.2) Illusion of motions
11.3) Motion Pictures
11.4) Motion perception

12. The new media and image analysis
12.1) User Interface
12.2) Icons
12.3) Web banner
12.4) Animation
12.5) Web Design Psychology

13. New Media technology and visual communication
13.1) The changing media representations of images
13.2) Implication of new media on visual and perceptual communication
13.3) The challenges of new media on visual and perceptual communication
13.4) Ethical issues in the new media

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual assignment (Critique/ Visual analysis)	40%	CLO1
	Assignment	Group Project	60%	CLO2

Reading List	Recommended Text	• **Davis, M. Hunt, J. 2017,** *Visual Communication Design: An Introduction*, **Bloomsbury Publishing Inc. London**
	Reference Book Resources	• **Ambrose, G., and Harris, P. 2015,** *Design Thinking for Visual Communication*, **2nd Ed., Bloomsbury Publishing Inc. London**
		• **Beegal, J 2014,** *Infographics for Dummies.*, **John Wiley and Sons Inc. NJ**
		• **Gitner, S. 2016,** *Multimedia Storytelling for Digital Communicators in Multiplatform World.*, **Routledge NY**
		• **Hagen, R. and Golombisky, K. 2015,** *White Space is not your enemy: A beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design*, **2nd Ed., Focal Press Burlington, MA**
		• **Smith, K., Moriarty, S., Barbatis, G., and Kenney, K. 2005,** *Handbook of Visual Communication: Theory, Methods, and Media.*, **Lawrence Erlbaum Associates. NJ**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	