**JCO 3102 PRINCIPLES OF VISUAL COMMUNICATION**

**COURSE NAME: PRINCIPLES OF VISUAL COMMUNICATION COURSE CODE: JCO 3102**

**CREDIT UNITS: 3**

**CONTACT HOURS: 45**

**TYPE OF COURSE: CORE**

**Course Description:**

The course is a conceptual approach to visual communication. It focuses on the use of visual images as a field of communication that is independent of, but related to, other forms of communication. The student is introduced to the basic principles, concepts, and theories that inform the practices of visual communication. This course lays the foundation for learning about the practical dimensions of photography, photojournalism, and media production in

subsequent courses. The aim is to enable students appreciate the rise of and modern shift towards visual culture.

**Course Objectives:**

1. To introduce students to the general principles of visual media.

2. To enable students appreciate the power of visual communication.

3. To prepare students for practical visual communication.

**Course curriculum**

a. Introduction to visual communication

• A survey of visual communication theory

• Visual technology

• Introduction to visual communication skills through the color photographic medium

**b. Studies in visual Communication**

• Visual communication principles

• A survey of visual communication applications

• Basic principles of image composition

**c. Introduction to visual communication tools**

• Usage of photography as a language

• Camera manual application

• Introduction to digital photography

d. **Introduction to photographic illustration**

• Basic tools of photographic illustration

• Techniques of the view camera

• Approaches to photo lighting

e. **Informational graphics**

• Visual presentation of quantitative and spatial information

• Computer-based planning and design

• Of use charts, graphs, diagrams, and maps for use in newspapers and magazines

**Learning Outcomes:**

By the end of this course the student will:

**Methods of Teaching/Delivery:**

• Lectures

• Individual projects

• Group work

**Methods of Assessment:**

• Coursework consisting of 2 assignments will contribute 40% to the final grade.

• Final examination will contribute 60%.

**Readings/Reference Materials/Learning Resources:**

• Berger, Arthur Asa. Seeing is Believing: An Introduction to Visual communication. (Mountain View, CA: Mayfield, 1989).

• Moore, David and Francis Dwyer, eds. Visual Literacy: A Spectrum of Visual Learning. Englewood Cliffs NJ: (Educational Technology Publications, 1994).

• Knowlton, John. "On the Definition of A 'Picture'." AV Communication

Review. 14 (1966): 157-183.