

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester B 2018/19**

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**Part I Course Overview**

**Course Title:** Visual Communication

**Course Code:** COM2105

**Course Duration:** One Semester

**Credit Units:** 3

**Level:** B2

**Proposed Area:**  
*(for GE courses only)*

Arts and Humanities  
 Study of Societies, Social and Business Organisations  
 Science and Technology

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
*(Course Code and Title)* None

**Precursors:**  
*(Course Code and Title)* None

**Equivalent Courses:**  
*(Course Code and Title)* EN3566 Visual Communication

**Exclusive Courses:**  
*(Course Code and Title)* None

## Part II Course Details

### 1. Abstract

(A 150-word description about the course)

This course introduces students to communication in a creative and innovative perspective through visual imagery and media. Students will learn the concepts, theories, aesthetics and skills of visual communication, covering visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others. Emphasis will be placed on the ability to conceive new and innovative solutions for specified communication issues. Relevant project works and case studies worldwide will be discussed. New techniques will also be introduced for accomplishing visual communication tasks with a range of media applications. Through hands-on practice, students will learn to apply theories into practice and to become creative and effective communicators in the media world.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Discover and analyze the concepts and theories of visual communication		√		
2.	Generate a sharpened sense of aesthetics and skills in communication through visual imagery and media		√	√	
3.	Create an innovative communication projects by applying visual theories to the communication product		√	√	√
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

<sup>#</sup> Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
Lecture	Discover and analyse visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others through examining the related theories and working on case studies	✓	✓		N/A
In-class discussion on assignments.	Discuss and analyse visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others through examining the related theories and working on case studies	✓	✓		N/A
Projects	Production of visual communication projects with a range of innovative media applications	✓	✓	✓	N/A

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: <u>100</u> %					
Critique of visual image	✓	✓		20%	
Demonstrate the capability of photography, graphic design, visualization of ideas through either quizzes or exercise	✓	✓		30%	
Generate innovative project	✓	✓	✓	30%	
Create photography work in a professional way	✓	✓	✓	20%	
Examination: <u>  </u> % (duration: <u>  </u> hours)					
				100%	

\* The weightings should add up to 100%.

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair(C+, C, C-)	Marginal (D)	Failure (F)
1. Comprehend the basic concepts and theories of visual communication.	Ability to understand those concepts and theories that have been discussed in class and ability to fulfil the knowledge via passing the in-class quizzes.	High (Full understanding of the concepts and theories discussed in class)	Significant (Good understanding of the concepts and theories discussed in class)	Moderate (Adequate understanding of the concepts and theories discussed in class)	Basic (Minimal understanding of the concepts and theories discussed in class)	Fail to distinguish different concepts nor theories and show little understanding on the concepts and theories discussed in class)
2. Analyze and critique a visual image	Ability to analyse a visual image from some basic technical perspectives such as position, color, tagline, shooting techniques and so on.	High (Show profound insights, original thoughts, in-depth analysis, clear and logical argument, and excellent writing.)	Significant (Show original thoughts, solid analysis, clear and logical argument, and good writing.)	Moderate (Show adequate analysis, logical argument, and clear writing.)	Basic (Show acceptable analysis, and reasonable writing.)	Fail to present the knowledge nor conduct reasonable analysis on the visual images.
3. Create innovative communication campaign final project	Ability to produce an innovative visual product (such as video, website,	High (Show profound	Significant (Show original thoughts and	Moderate (Show adequate	Basic (Show acceptable	Fail to produce a reasonable visual product.

	photo, poster, etc.) that not only visually compelling but also substantively meaningful.	insights and creativity, original thoughts, excellent visual production skills.)	creativity, good visual production skills.)	creativity and logical thoughts, adequate visual production skills)	visual production skills)	
4. Generate some in-depth visual communication insight via creative visual work or visual analysis.	Ability to connect visual theories and visual productions and to generate insights on visual communication.	High (Present profound insights and original thoughts)	Significant (Present original thoughts)	Moderate (Present adequate understanding)	Basic (Present acceptable understanding)	Fail to apply any concepts nor theories into the creative work.

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

History and development of visuals; Approaches to visual analysis; Lighting and photography; Visual perception; Visual narrative; Layout design; Visual ethics and persuasion; Camera control and imaging; Photo editing; Graphic design, Innovative method, Creative design

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

Selected chapters are required from the following text:

1.	Lester, P. M. (2013). <i>Visual Communication: Images with Messages</i> (6 <sup>th</sup> ed.). Belmont, California: Thomson Wadsworth, ISBN: 978-1133308645
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**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

1.	<a href="#">Berger, A. A. (2008)</a> . <i>Seeing is Believing: An Introduction to Visual Communication</i> . New York: McGraw Hill.
2.	Barnes, Susan B. (2009). <i>Visual Impact: The Power of Visual Persuasion</i> . Cresskill, N.J.: Hampton Press
3.	Barry, A. M. S. (1997). <i>Visual Intelligence: Perception, Image, and Manipulation in Visual Communication</i> . Albany: State University of New York Press.