CAPITAL COMMUNITY COLLEGE
COURSE OUTLINE – REVISION DATED 5/9/2013
INTRODUCTION TO VISUAL COMMUNICATION

SECTION I

SUBJECT AREA & COURSE NUMBER: Communication Media COM 105*
COURSE TITLE: Introduction to Visual Communication
COURSE CATALOG DESCRIPTION: Visual communication is the process of organizing, designing, and creating messages in print and multimedia form that meet specific purposes and practical needs. This course introduces students to that process, reflecting the elements of structured content, form, media, aesthetic dimensions, and audience characteristics, while also introducing them to common electronic tools used in visual message creation. Students apply these principles in the production process while designing and developing their own projects using instructional audiovisual media hardware and software.

LECTURE HOURS PER WEEK: 3   **CREDIT HOURS:** 3
PREREQUISITE: None.

SECTION II
A. SCOPE:
Upon completion of this course, students will have learned: basic principles of the communication process; how to collect, organize, and adapt existing materials for presentation in a variety of media formats; basic skills in computer presentation software and media hardware; and, how to create a substantive, computer-based presentation from concept to completion.
This course fulfills a Designated Core Competency in the area of Appreciation of the Aesthetic Dimension of Humankind (AD).

B. REQUIRED WORK: determined by the instructor as described in the course syllabus.

C. ATTENDANCE AND PARTICIPATION: Students are expected to attend each class, arrive on time, take exams at the scheduled time, and participate in the in-class learning process. (Specific instructor policies are included on the course syllabus.)

D. METHODS OF INSTRUCTION: Each faculty member determines the methods of instruction for the semester. Methods may include, but are not limited to, lecture, lecture/discussion, small group collaborative learning, guest speakers, student presentations, internet-based assignments using distance learning methodologies, required field trips, and the use of classroom audiovisual and computer-based presentation materials.

E. OBJECTIVES, OUTCOMES, ASSESSMENT
The following objectives and outcomes represent the department's core requirements for student achievement.

To demonstrate an understanding of:	Students will:	As measured by:
Principles of communication theory and process	a) Read all assigned material from textbooks, handouts, and on-line or Library resources b) Participate in classroom discussions	Written in-class quizzes, tests, and examinations; class participation; homework assignments.
Principles of visual message design	a) Read all assigned material from textbooks, handouts, and on-line or Library resources b) Participate in classroom discussions and hands-on demonstrations (AD 1,2) c) Analyze themes found in examples of historical, political, and persuasive visual compositions (AD 1, 2, 3, 4) d) Discuss how visual design is impacted by technology and ways that visual compositions impact societies and individuals (AD 2, 3) e) Articulate the ethical dimensions surrounding the creation, circulation, and interpretation of visual compositions (AD 5) f) Analyze effectiveness of designs based on their use of design principles (AD 1, 2, 3, 4) g) Create "mini projects" using various media tools (AD 1, 4)	Submission of media-based projects; written in-class quizzes, tests, presentations, and examinations; class participation; homework assignments.
Collecting and organizing materials from various sources to create a cohesive media-based presentation	a) Create and collect text, graphics, photos, and/or audio materials appropriate for assigned subject matter (AD 1, 2, 4)	Submission of media-based project materials and/or in-class oral presentation; class participation; homework assignments.
Introductory skills in design using computer software and hardware as tools	a) Read all assigned material from textbooks, handouts, and on-line or Library resources b) Participate in classroom discussions and hands-on workshops c) Prepare skill-building "mini projects" d) Create, from concept to completion, a substantive computer-assisted audiovisual presentation (AD 1,2,4)	Written in-class quizzes, tests, and examinations; Submission of computer-based project materials and/or in-class oral presentation
The media production process	a) Create, from concept to completion, a substantive computer-based audiovisual presentation (AD 1,2,4) b) Critique classmates' work in a thoughtful manner (AD 4)	Submission of computer-based project materials and/or in-class oral presentation; written reports and "peer reviews"

Core Competency Assessment Artifact(s)

Assignment(s) from this course may be collected to assess student learning across the college.

F. TEXTS AND MATERIALS: College-level textbooks, audiovisual materials, and other materials placed in Library reserve for the course.

G. INFORMATION TECHNOLOGY: Access to audiovisual and computer-based presentation equipment and software, and internet-based course management systems.