Course Code: Title	FPD118: VISUAL COMMUNICATION
Program Number: Name	1097: DIGITAL FILM
Department:	DIGITAL FILM PRODUCTION
Semesters/Terms:	18F
Course Description:	This course will begin to explore important elements of visual communication, and how they relate to the organization of elements in compositions. Students will learn compositional elements of design such as, perspective, line, colour, texture, typography, and form, and explore how they are used to communicate an idea or concept. Students will be able to utilize these elements and apply them in their own work.
Total Credits:	2
Hours/Week:	2
Total Hours:	30
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: Please refer to program web page for a complete listing of program outcomes where applicable.	**1097 - DIGITAL FILM** VLO 1 Create independent digital film projects using development, scripting, pre-production, production and post-production techniques. VLO 4 Capture professional quality moving images using the appropriate camera/lighting equipment and techniques.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects. EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D

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Other Course Evaluation & Assessment Requirements:	Assignments = 100% of final grade
	Assignments will be weighted equally and will constitute 100% of the students final grade. A missing assignment is equivalent to course objectives not achieved which results in an F (fail) grade for the course.
	Lates: An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.
	If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.
	A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.
	Fail: A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory D grade level or in which the directions have not been followed correctly.
	Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor immediately to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.
	Maximum grade for a failed assignment is C (65%).
	If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

Course Outcomes and Learning Objectives:	**Course Outcome 1**	**Learning Objectives for Course Outcome 1**
	1. Critically evaluate the effectiveness of images in written and verbal format	1.1 Demonstrate with in class discussions, the compositional qualities of photographic images. 1.2 Show an ability to evaluate the use of elements within a design or a photograph 1.3 Create a photographic record that shows specific compositional elements
	Course Outcome 2	**Learning Objectives for Course Outcome 2**
	2. Originate effective visual communications through the application of design principles	2.1 Effectively use the fundamental elements and principles of visual expression and communication (visual language), including composition and visual priorities. 2.2 Apply knowledge of basic design principles to begin evaluating one`s own work and the work of others. 2.3 Effectively demonstrate the basic knowledge of design principles to create a unified visual message within a photograph and/or a design. 2.4 Show an ability to effectively use visual elemenst with typographic elements
	Course Outcome 3	**Learning Objectives for Course Outcome 3**
	3. Incorporate the design process to effectively solve basic design problems.	3.1 Use provided documentation structure to document design problem statements 3.2 Develop a project plan to guide design research and creativity 3.3 Demonstrate an ability to follow plan to achieve creative

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	solutions, document design process and record sources for design research 3.4 Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
4. Effectively use appropriate technology per project specifications	4.1 Effectively use the basic tools in Photoshop to edit photographs to desired results creating images that communicate intended results. 4.2 Use digital cameras or Phone cameras and equipment to produce images to satisfy a variety of projects to specific design principles. 4.3 Use basic tools in InDesign to effectively combine text and photographs
Course Outcome 5	**Learning Objectives for Course Outcome 5**
5. Apply appropriate, effective, and professional practices in the classroom	5.1 Demonstrate organizational skills such as scheduling, prioritizing, planning, and time management. 5.2 Demonstrate the ability to work within project restrictions and time limitations. 5.3 Make effective design presentations, as per instructor specifications regarding directions and quality.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Projects	100%	

Date: June 22, 2018

Please refer to the course outline addendum on the Learning Management System for further information.