



## I. **COURSE DESCRIPTION:**

Visual Communications - This course introduces students to the broad process of visual communication and its application in the photographic imaging industry. Students will examine how images are designed to work at communicating ideas or concepts effectively and the role photographs play in society as a whole.

## II. **LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Critically evaluate the effectiveness of images in written and verbal format.**  
Potential Elements of the Performance:
  - Demonstrate critical evaluation skills with in class discussions.
  - Make effective spoken and written presentations images.
2. **Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.**  
Potential Elements of the Performance:
  - Create a photographic record that shows understanding of client's needs.
  - Write concise proposals and evaluations of assignments.
3. **Respond to written, spoken, or visual messages in a manner that ensures effective communication.**  
Potential Elements of the Performance:

Demonstrate communication skills with in class discussions.  
Make written and visual evaluation to material presented buy instructor and class.
4. **Use a variety of thinking skills to anticipate and solve problems.**  
Potential Elements of the Performance:

Do assignments
5. **Locate, select, organize, and document information using appropriate technology and information systems.**  
Potential Elements of the Performance:

Use computer designed slide show and word processing to make presentation.
6. **Show respect for the diverse opinions, values, belief systems, and contributions of others.**  
Potential Elements of the Performance:

Listen and comment in an appropriate manner to presentations by Instructor and other students.  
Show relevance to photographic work that may have diverse opinions, values, and beliefs.
7. **Manage the use of time and other resources to complete projects.**  
Potential Elements of the Performance:

Hand in assignments on time  
Answer quizzes at appointed times.  
Write test answers at appointed times using appropriate resources.

8. **Capture professional quality images using the appropriate equipment and techniques**  
Potential Elements of the Performance:  
Finish assignments using camera and lights or ambient lighting applying techniques taught in class.
9. **Utilize design elements and lighting techniques to capture images that communicate effectively**  
Potential Elements of the Performance:  
Apply design elements and lighting technique and use to assignments.
10. **Finish and distribute images in a format that meets the needs of the client**  
Potential Elements of the Performance:  
Hand in assignments in professional formats.
11. **Participate in ongoing professional development and adhere to ethical and industry standards**  
Potential Elements of the Performance:  
Hand in all assignments in a professional industry standard manner with respect to ethical standards

### III. TOPICS

1. Conveying emotions in photographs
2. What makes iconic images iconic
3. Psychology of colour
4. Lighting as it applies to communicating gender
5. Showing emotion in inanimate objects
6. Examining classic photographs & comparing to their modern equivalents
7. Visual communication in cinematography
8. Visually communicating the masculine and feminine
9. Communicating mood in photographs
10. Psychology of colour
11. Juxtaposition
12. Story telling with images
13. Communicating with colour

### IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

All students will be required to use tools and materials specified in the equipment list. In addition students should expect to purchase consumable supplies such as printing paper, mat board, cover stock, etc. as necessary.

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Assignments will be weighted equally and will constitute 100% of the student's final grade. An assignment that is missing or below a minimum standard of a D, is equivalent to not meeting course objectives which results in an "F" (fail) grade for the course.

There will be approximately 10 assignments.

**Attendance:**

Attendance will be taken at the beginning & the end of each class. Students not present for both roll calls will be considered absent.

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes. Attendance is mandatory for this course to ensure the course requirements and objectives are met. After 3 absences 10% per class missed will be deducted from the final grade for this course

Late assignments and resubmissions will only be accepted up until two weeks before the final day of this class.

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	

W Student has withdrawn from the course  
without academic penalty.

**VI. SPECIAL NOTES:**

## Deductions – Lates and fails

### **Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 20% deduction and an additional 10% every week thereafter. There will be a specified date that late assignments can be handed in after which consultation with instructor will be necessary.

Late assignments and resubmissions will only be accepted up until two weeks before the final day of class.

### **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.

A failed assignment must be entirely redone or corrected according to the instructor’s specific instructions.

Maximum grade for a failed re-submitted assignment is “C”.

### **Resubmission Policy:**

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student:

- An assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation
- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards.
- The resubmitted project must be handed in as specified by the instructor.
- Assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked “RESUBMISSION” when submitted.

It must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice and longer timeframe available.

- When comparing the original submission grade the student will receive benefit of the higher grade.

**VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.