



COURSE OUTLINE: FPD140 - VISUAL COMMUNICATION

Prepared: Frank Salituri

Approved: Martha Irwin, Dean, Business and Information Technology

Course Code: Title	FPD140: VISUAL COMMUNICATION
Program Number: Name	1097: DIGITAL FILM
Department:	DIGITAL FILM PRODUCTION
Academic Year:	2024-2025
Course Description:	This course will begin to explore important elements of visual communication and how it relates to the organization of elements in compositions. Students will gain an understanding of how compositional arrangements can manipulate a visual interpretation from a viewer and how the composition can create a specific mood or feeling. Students will also develop an understating of how typographic imagery can also create a specific aesthetic and mood.
Total Credits:	3
Hours/Week:	2
Total Hours:	28
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	FPD118
Vocational Learning Outcomes (VLO's) addressed in this course:	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.
<small>Please refer to program web page for a complete listing of program outcomes where applicable.</small>	
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.								
General Education Themes:	Arts in Society								
Course Evaluation:	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>								
Other Course Evaluation & Assessment Requirements:	<p>Assignments = 100% of final grade</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.</p> <p>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.</p> <p>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.</p> <p>Maximum grade for a failed assignment is C (65%).</p> <p>If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.</p>								
Course Outcomes and Learning Objectives:	<table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>1. Analyze and evaluate an image based on visual perception</td> <td> 1.1 Discuss the influence a compositional arrangement may have on how a person views and analyzes the image 1.2 Evaluate the effectiveness of an image(s) based on a set criteria 1.3 Identify the design tools used in creating an image that portrays a certain mood and/or emotional response </td> </tr> <tr> <th>Course Outcome 2</th> <th>Learning Objectives for Course Outcome 2</th> </tr> <tr> <td>2. Examine the effectiveness of an image through the application of design principles</td> <td> 2.1 Effectively identify the use of fundamental elements and design principles in an image. 2.2 Evaluate the visual expression of an image based on the use of the elements of design. 2.3 ompare images and show an ability to critically identify a </td> </tr> </tbody> </table>	Course Outcome 1	Learning Objectives for Course Outcome 1	1. Analyze and evaluate an image based on visual perception	1.1 Discuss the influence a compositional arrangement may have on how a person views and analyzes the image 1.2 Evaluate the effectiveness of an image(s) based on a set criteria 1.3 Identify the design tools used in creating an image that portrays a certain mood and/or emotional response	Course Outcome 2	Learning Objectives for Course Outcome 2	2. Examine the effectiveness of an image through the application of design principles	2.1 Effectively identify the use of fundamental elements and design principles in an image. 2.2 Evaluate the visual expression of an image based on the use of the elements of design. 2.3 ompare images and show an ability to critically identify a
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		good image vs a poor image.				
	Course Outcome 3	Learning Objectives for Course Outcome 3				
	3. Analyze and evaluate the use typographic arrangements within an image or design	3.1 Analyze the use of type within an image/design, and discuss its visual properties and how it influences a composition. 3.2 Evaluate the effectiveness of type within a composition based on the design properties. 3.3 Identify the effectiveness of the design tools used with type to manipulate the mood and emotional response of the viewer. 3.4 Describe the voice of type and how it can be a powerful tool to convey a desired visual message.				
	Course Outcome 4	Learning Objectives for Course Outcome 4				
	4. Evaluate technology and how visual message is viewed based on different technologies	4.1 Examine the use of technology within the context of visual communication and understand its limitations and restrictions while trying to achieve a desired outcome.				
Evaluation Process and Grading System:	<table border="1"> <thead> <tr> <th>Evaluation Type</th> <th>Evaluation Weight</th> </tr> </thead> <tbody> <tr> <td>Projects</td> <td>100%</td> </tr> </tbody> </table>	Evaluation Type	Evaluation Weight	Projects	100%	
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Date:	June 6, 2024					
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.					