



COURSE OUTLINE: FPD140 - VISUAL COMMUNICATION

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Approved: Bob Chapman - Dean

Course Code: Title	FPD140: VISUAL COMMUNICATION
Program Number: Name	1097: DIGITAL FILM
Department:	DIGITAL FILM PRODUCTION
Academic Year:	2025-2026
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. Please refer to program web page for a complete listing of program outcomes where applicable.
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.



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	EES 11 Take responsibility for ones own actions, decisions, and consequences.
General Education Themes:	Arts in Society
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Other Course Evaluation & Assessment Requirements:	Attendance & ProfessionalismSault College is committed to student success. There is a direct correlation between academic performance and class attendance. This implies arriving on time and remaining for the duration of the scheduled session, as well as returning from scheduled breaks on time. By enrolling in and attending this program of study, it is assumed that students are willing to prioritize their education over many other activities in their lives. It is therefore unacceptable for a student to assume that other commitments (such as work) will excuse them from not attending classes or handing in submissions on time. It is the student's responsibility to manage their school/life balance, and to catch-up on any topics or instructions they might have missed. It is not the instructor's responsibility to re-teach lessons to absent students, or to those who are not participating in the learning process (ex. doing work for other classes or playing video games). It is expected that students will not distract others from learning and will maintain an appropriate level of respect and professionalism toward their classmates, their instructor, and the learning process. Assignment/Project Submissions & Late PolicyAn assignment or project (hereafter referred to as assignment) will be considered submitted only if it meets all the requirements specified in the assignment's outline, which is to be made available to students when the assignment is introduced. An assignment is considered late if it is not submitted by the date & time posted in the assignment's requirements, The time of submission is determined by the assignment's LMS dropbox time stamp. Late submissions will incur the following grade penalties: 10% deduction (from total score) per day, up to a total possible deduction of 50% from total score. ex.1: 80/100, one day late = 70/100 ex.2: 80/100, five (or more) days late = 30/100 There are a few possible exceptions to the submission policies listed above: 1) The student has received specific permission from an instructor, in advance, to omit an assignment from the grade tally. (ex. a student is participating in program-related out-of-class activities).2) The student has attended an official counselling session, from which they have received a verifiable recommendation to override the standard submission policies.3) The student has experienced a personal or family emergency. In such a case, the student will have to notify the instructor as soon as possible, and may be required to attend an official counselling session in order to override the standard attendance/submission policies. Review MeetingsStudents will often be required to attend one-on-one review meetings with the instructor as part of the course. These will normally occur during regular class times. Students will arrange a specific meeting time with the instructor ahead of time. If a student misses their scheduled meeting time, they will incur a grade penalty. Also, the student would be responsible for arranging a new meeting time with the instructor.



Course Outcomes and Learning Objectives:

Evaluation Process and Grading System:

Personal Computers
Many of the tasks performed in the program are completed using computers. The college has computer stations available that include all of the software required to fulfill the needs of the student's school work. However, students may choose to use their own computers (either laptops or home computers) to complete the work. If they choose to do so, it is their responsibility to ensure that their computer is functioning properly and is capable of running the required software. While a malfunctioning college lab computer or network may be a valid excuse for a late submission, a malfunctioning personal computer or network will not.

Production Policy Regarding Use of Prop Weapons in Student ProductionsThe depiction of violent weapons is not permitted in any student film production regardless of how it is being used, even if it is simply a part of a costume. In the event that a student, or group of students, films a scene that includes a weapon which was not in the final approved script, it could result in an automatic failure for the project. A violent weapon is considered to be any type of gun, knife, sword, cross bow, bow and arrows, hatchet, rocket launcher, tank, etc.

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 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 Type	Evaluation Weight

	Projects	100%
Date:	August 14, 2025	
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.	