

SOPHIA Learning

VisComm1001: Visual Communications (3 semester credits)

COURSE DESCRIPTION

Students in this course gain mastery of the essentials of communicating visually and apply this mastery in context. Students will explore visual theories and key elements and principles of visual design, with an emphasis on color, typography, and layout. Students will learn how to analyze a visual design and will understand the role that visual communications play in today's society.

Course Effective Dates: March 2013 – Present

Prerequisite(s): Entry level Gen Ed course – no prerequisites

Length of course: This is a self-paced course. Students have 60 days with an additional 30 day extension (if needed) to complete the course.

ACE CREDIT® Recommendation: In the lower-division baccalaureate/associate degree category, 3 semester hours in communications or communications media (5/13).

LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

1. Examine basic visual design concepts.
2. Distinguish how color, type, and layout contribute to communication.
3. Analyze the role of design in visual communications.
4. Evaluate visual communication processes and products.

OUTLINE OF MAJOR CONTENT AREAS

- Vision & Interpretation
- Visual Communications
- Semiotics
- Cognitive Theory
- Gestalt Theory
- Montage Theory
- Other Theories
- How We See
- Elements of Visual Design
- Elements in Context
- Principles of Visual Design
- Principles in Context
- Properties of Color
- Additive Color
- Subtractive Color
- Tints, Tones & Shades
- The Color Wheel
- Color Relationships
- Applications of Color
- Color in Context
- Typography

- Describing Type
- History of Type
- Italic, Script & Decorative Type
- Size
- Weight & Width
- Spacing
- Type in Context
- Influence of Technology
- Layout
- Type & Image
- Type Alignment
- Organizing Space
- The Grid
- Hierarchy
- Common Layout Styles
- Applications of Layout
- Layouts in Context
- Creative Design Process
- Research
- Plan
- Ideation & Visual Thinking
- Refinement
- Production
- Storytelling
- Sources of Inspiration
- Critique and Evaluation of Visual Design
- Influence of Visual Design
- Advertising
- Public Relations
- Propaganda
- Corporate Branding
- Motion Graphics
- Infographics
- Publication Design
- Web Design
- Application of Visual Design in Communication

GRADING

This is a pass/fail course. Students are required to complete all 12 formative and 4 summative assessments with an overall course average of 70% or better.