

COMM 200: VISUAL COMMUNICATIONS

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Winter 2021
Credits:	3
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Strongly Recommended:	ENGL 101.
District General Education:	C2. Humanities
Transferable to CSU:	Yes
Transferable to UC:	Yes - Approved
Grading Method:	Standard Letter

Catalog Course Description

An introduction to the history and various uses of visual media. Analysis of visual media with an emphasis on its evolution as mass media and impact on society. 54 lecture hours.

Course Objectives

- explain the history of the technological and artistic development of visual media from early experiments to digital imaging
- compare and contrast visual media produced for traditional viewing with media produced for mobile device viewing
- discuss how visual media both reflect and shape modern culture
- trace the evolution of visual media content with an emphasis on censorship and local ratings boards
- identify areas of competition, conflict, and cooperation and discuss the current convergence of the visual media industries
- profile audience demographics and discuss the economic imperative of visual media production
- articulate understanding of and appreciation for the revolutionary impact of visual mass media on individuals, nations, and global society

Major Course Content

1. Basics of Visual Communication
 - a. Sensing/Selecting/Perceiving
 - b. Early imagery & visuals
2. Visual Cues
 - a. Color
 - b. Form
 - c. Depth
 - d. Movement
3. Visual Theory
 - a. Sensory theories
 - b. Perceptual theories
4. Visual Persuasion

- a. Advertising
 - b. Public Relations
 - c. Journalism
5. Visual Stereotypes
 - a. Reinforcement of stereotypes via visual images
 - b. Examples
 - c. Stereotypes of ethnic groups
 6. Visual Analysis
 - a. Composition
 - b. Cues and codes
 - c. Perspectives
 7. Typography
 - a. Historical, ethical, cultural and critical perspectives
 - b. Trends
 8. Graphic Design
 - a. Famous designers/designs
 - b. Advertising & packaging
 - c. Historical, ethical, cultural and critical perspectives
 - d. Trends
 9. Informational Graphics
 - a. Maps
 - b. Newspaper usage
 - c. Historical, ethical, cultural and critical perspectives
 - d. Trends
 10. Cartoons
 - a. Analysis
 - b. Historical, ethical, cultural and critical perspectives
 - c. Trends
 11. Photography
 - a. Analysis
 - b. Historical, ethical, cultural and critical perspectives
 - c. Trends
 12. Motion Pictures
 - a. Analysis
 - b. Historical, ethical, cultural and critical perspectives
 - c. Trends
 13. Television
 - a. Analysis
 - b. Historical, ethical, cultural and critical perspectives
 - c. Trends
 14. Computers
 - a. Analysis
 - b. Historical, ethical, cultural and critical perspectives
 - c. Trends
 15. The Internet
 - a. Analysis
 - b. Historical, ethical, cultural and critical perspectives
 - c. Trends

Suggested Reading Other Than Required Textbook

Take-home readings other than the textbook.
Research material to complete their term paper.

Independent research for sharing and discussion with the rest of the class.

Lecture notes and other assigned material related to lecture.

Examples of Required Writing Assignments

Ex. 1: Students should complete a research paper, 4-6 pages in length, that explores a topic from class in greater depth. The topic should have something to do with the topic's evolution as a visual medium.

Students would work on this assignment on their own and submit it electronically

Examples of Outside Assignments

Viewing and reading assigned materials. Researching topics for writing assignments. Writing assigned papers.

Instruction Type(s)

Lecture, Online Education Lecture