

COM2105: VISUAL COMMUNICATION

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Visual Communication

Subject Code

COM - Media and Communication

Course Number

2105

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN3566 Visual Communication

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to introduce students to visual communication in a critical and creative perspective through visual imagery and media. Students will learn the concepts, theories, aesthetics, and skills of visual communication, covering

visual persuasion, visual representation, visual analysis, visual literacy, cultural and ethical issues, and others. Emphasis will be placed on the ability to conceive innovative ideas and solutions for specified communication issues. Upon successful completion of this course, you should be able to:

- Discover and analyze the concepts and theories of visual communication
- Develop the critical understanding and perspective of visual imagery and media
- Learn to apply visual theories into practice
- Create innovative and effective communication projects

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain and analyze the concepts and theories of visual communication		x		
2	Demonstrate a sharpened sense of aesthetics and skills in communication through visual imagery and media		x	x	
3	Design and create an innovative communication project by applying visual theories to the communication product		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students will discover and analyse visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others through examining the related theories and working on case studies	1, 2	8 weeks

2	In-class discussion on assignments.	Students will engage in group discussion to analyse visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others through examining the related theories and working on case studies	1, 2	Throughout the semester
3	Projects	Students will design and produce of visual communication projects with a range of innovative media applications	1, 2, 3	4 weeks

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Critique of visual image	1, 2	20	
2	Quiz - Demonstrate the knowledge about visual communication and visual literacy	1, 2	30	
3	Generate an innovative project – create digital visual media (group assignment)	1, 2, 3	25	
4	Create a visual storytelling through photography work	1, 2, 3	25	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Critique of visual image.

Criterion

Ability to analyse a visual image from basic technical perspectives such as composition, color, depth, shooting techniques and so on.

Excellent (A+, A, A-)

High

(Show profound insights, original thoughts, in-depth analysis, clear and logical argument, and excellent writing.)

Good (B+, B, B-)

Significant

(Show original thoughts, solid analysis, clear and logical argument, and good writing.)

Fair (C+, C, C-)

Moderate

(Show adequate analysis, logical argument, and clear writing.)

Marginal (D)

Basic

(Show acceptable analysis, and reasonable writing.)

Failure (F)

Fail to present the knowledge nor conduct reasonable analysis on the visual images.

Assessment Task

Quiz - Demonstrate the knowledge about visual communication and visual literacy

Criterion

Ability to understand the concepts and theories that have been discussed in class and ability to fulfil the knowledge

Excellent (A+, A, A-)

High

(Full understanding of the concepts and theories discussed in class)

Good (B+, B, B-)

Significant

(Good understanding of the concepts and theories discussed in class)

Fair (C+, C, C-)

Moderate

(Adequate understanding of the concepts and theories discussed in class)

Marginal (D)

Basic

(Minimal understanding of the concepts and theories discussed in class)

Failure (F)

Fail to distinguish different concepts nor theories and show little understanding on the concepts and theories discussed in class)

Assessment Task

Generate an innovative project – create digital visual media (group assignment)

Criterion

Ability to produce an innovative digital visual product.

Excellent (A+, A, A-)

High

(Show profound insights and creativity, original thoughts, excellent visual production skills.)

Good (B+, B, B-)

Significant

(Show original thoughts and creativity, good visual production skills.)

Fair (C+, C, C-)

Moderate

(Show adequate creativity and logical thoughts, adequate visual production skills)

Marginal (D)

Basic

(Show acceptable visual production skills)

Failure (F)

Fail to produce a reasonable visual product.

Assessment Task

Create a visual storytelling through photography work

Criterion

Ability to present a visual storytelling that is not only visually compelling but also substantively meaningful

Excellent (A+, A, A-)

High

(Present profound insights and original thoughts)

Good (B+, B, B-)

Significant

(Present original thoughts)

Fair (C+, C, C-)

Moderate

(Present adequate understanding)

Marginal (D)

Basic

(Present acceptable understanding)

Failure (F)

Fail to apply any concepts nor theories into the creative work

Part III Other Information**Keyword Syllabus**

History and development of visuals; Approaches to visual analysis; Visual perception; Visual representation; Visual ethics and persuasion; Photography; Digital visual media; Creative design

Reading List**Compulsory Readings**

Title	
1	Lester, P. M. (2013). Visual Communication: Images with Messages (6th ed.). Belmont, California: Thomson Wadsworth, ISBN: 978-1133308645

Additional Readings

Title	
1	Berger, A. A. (2008). Seeing is Believing: An Introduction to Visual Communication. New York: McGraw Hill.
2	Barnes, Susan B. (2009). Visual Impact: The Power of Visual Persuasion. Cresskill, N.J.: Hampton Press
3	Barry, A. M. S. (1997). Visual Intelligence: Perception, Image, and Manipulation in Visual Communication. Albany: State University of New York Press.