OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: CMNS 126	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Communicating Visually in Organizations

Course Short Title:

(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)

Faculty: Faculty of Humanities	**Department (or program if no department):** Communications

Calendar Description:

Introduces the fundamentals of visual communication including psychological and physiological image perception, psychology of color, and principles of effective composition applied to the context of organizational communication. Students will practice using these theoretical guidelines in hands-on projects involving photography, video, computer graphics, and interactive design.

Prerequisites (or NONE):	None.
Corequisites (if applicable, or NONE):	
Pre/corequisites (if applicable, or NONE):	

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Dual-listed with:

Equivalent course(s):

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Special Topics *(Double-click on boxes to select.)*

This course is offered with different topics:

☒ No ☐ Yes *(If yes, topic will be recorded when offered.)*

Independent Study

If offered as an Independent Study course, this course may be repeated for further credit: *(If yes, topic will be recorded.)*

☒ No ☐ Yes, repeat(s) ☐ Yes, no limit

Transfer Credit

Transfer credit already exists: *(See **bctransferguide.ca**.)*

☒ No ☐ Yes

Submit outline for (re)articulation:

☐ No ☒ Yes *(If yes, fill in transfer credit form.)*

Typical Structure of Instructional Hours

Lecture/seminar hours	15
Tutorials/workshops	15
Supervised laboratory hours	15
Experiential (field experience, practicum, internship, etc.)	
Supervised online activities	
Other contact hours:	
Total hours	**45**

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Grading System

☒ Letter Grades ☐ Credit/No Credit

Maximum enrolment (for information only): 25

Expected Frequency of Course Offerings:

(Every semester, Fall only, annually, etc.)

Department / Program Head or Director: Samantha Pattridge	**Date approved:**	April 2020
Faculty Council approval	**Date approved:**	May 19, 2020
Dean/Associate VP: Jacqueline Nolte	**Date approved:**	May 19, 2020
Campus-Wide Consultation (CWC)	**Date of posting:**	June 26, 2020
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	October 2, 2020

Learning Outcomes

Upon successful completion of this course, students will be able to:

- Apply visual communication theories in the use and presentation of images and information.
- Create visual content aimed to achieve industry-standard efficiency and productivity.
- Use principles of ethical visual communication in a workplace.
- Demonstrate creative and independent thinking while analyzing and creating visual content.
- Evaluate their own work and the work of others in a professional communications context.
- Apply appropriate visual tools and technologies for professional communications.
- Present visual-verbal stories online using photographs, audio and video.
- Acquire knowledge, ideas and values related to the history, ethics, principles and power of visual communications.
- Articulate the value of studying and practicing visual communication in their careers and personal lives.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.)*

- Lectures
- Lab training sessions
- Group assignments
- In-class exercises
- Out-of-class assignments and projects
- Online assignments

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials *(If more space is required, download Supplemental Texts and Resource Materials form.)*

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Barnes S.B.	An Introduction to Visual Communication: From Cave Art to Second Life	☒	Peter Lang Inc.	2017
2.			☐		
3.			☐		

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	30%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	40%	Practicum:	%	In-class activities::	5%
Quizzes/tests:	15%	Lab work:	10%	Shop work:	%	Total:	100%

Details (if necessary):

Typical Course Content and Topics

Week 1: Psychology of human vision. Understanding the visual elements. Orientation to DSLR cameras.
Week 2: Sensation =/ Perception. Principles of visual communication. Using camera controls to interpret visual messages.
Week 3: Role of photographic images in professional communication. Capturing action. Digital editing in Photoshop.
Week 4: Camera versus the eye. Avoiding common communication problems. Lighting in camera operations: Direction | Quality | Exposure.
Week 5: Picture stories. Picture story elements. Three traditions of photographic storytelling.
Week 6: Visual ethics. Avoiding stereotypes in visual communication messages. Writing story leads, headlines, captions. Image-text interaction.
Week 7: Graphic design and professional communications. Typography. Working with text and images.
Week 8: Appropriateness in design. Legibility and readability. Packaging.
Week 9: Using grids in publication design. Four Big Ideas: ARCS. Creating and maintaining spreads.
Week 10: Color theories. Informational and interactive graphics. The future of graphic design. Online publishing platforms.
Week 11: Intro to video format in professional environment. Understanding the basic shots. Video composition. Orientation to DSLR video and tripod.
Week 12: Additional shots and basic camera movements. Planning your video shoot. Sequences and montage. Orientation to non-linear editing.
Week 13: Interview filming techniques. A roll and B roll. Storyboard. Creative editing techniques.
Week 14: Sound design. Timing and pacing in video. Cinema and broadcast history and ethics. Future of Visual Communications.