



Course Description

VIC1000 | Visual Communication | 3.00 credits

An introductory course in which students will learn the visual aspects of film, video, photography and graphic arts, specifically dealing with design elements and principles.

Course Competencies:

Competency 1: The student will define the dimensional aspects of a film or graphic design by:

1. Identifying the components of light, color, area, time, and motion in a film or graphic design
2. Examining films and graphics for their components
3. Applying and demonstrating knowledge of the dimensional aspects of film or graphic design through class presentations

Competency 2: The student will comprehend the key elements of visual communication by:

1. Examining lighting techniques in black-and-white films
2. Examining color theories in film and graphic design
3. Examining aspect ratio in a graphic image or a film
4. Examining graphic forces and vectors
5. Applying vital elements of visual communication in assignments

Competency 3: The student will communicate visually by:

1. Developing clear and compelling images that create a desired reaction from the viewer
2. Applying clear and compelling images through a class presentation

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Demonstrate an appreciation for aesthetics and creative activities