A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: Goal LS - Upper Division Liberal Studies, Goal 01 - Communication

Designed as an introduction to visual literacy, this course surveys many of the media formats that define today's image-dominant culture. Various examples of print advertising, photography, film, television and multimedia are explored; the focus is equally on principles and concepts from both the fine and applied arts, and draws from history as well as the present day.

B. Course Effective Dates: 08/01/1998 - 09/05/1999 09/06/1999 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Analyze and evaluate visual communications using a multiple theories and/or ethical/legal perspectives and use this analysis to develop appropriate communication choices for specific audiences.
2. Demonstrate advanced knowledge of visual communication individually in written and oral form emphasizing invention of logical and coherent arguments, organization, revision/editing and development of appropriate presentation skills and orally in small groups emphasizing development of listening, critical and reflective thinking and responding appropriately.
3. Know, understand and apply research processes, procedures and techniques appropriate to this field.
4. Know, understand and apply vocabulary necessary to discuss and direct visual communications projects.
5. Know, understand, apply and evaluate numerous theories of visual communication that that can be used to explain how visuals communicate.
6. Know, understand, apply and evaluate the physical, cognitive, psychological and communication processes that serve as the underpinnings of visual communication.
7. Know, understand, apply, analyze and evaluate legal and ethical considerations of visual communications by considering multiple points of view located, evaluated and synthesized in a responsible manner from diverse sources.

E. Learning Outcomes (MN Transfer Curriculum)

Goal LS - Upper Division Liberal Studies

None

Goal 01 - Communication

1. Employ syntax and usage appropriate to academic disciplines and the professional world.
2. Select appropriate communication choices for specific audiences.
3. Use authority, point-of-view, and individual voice and style in their writing and speaking.
4. Construct logical and coherent arguments.
5. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
6. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
7. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.

G. Special Information
Community Engagement