

Programme	B.S. (4-years), Communication Studies	Course Code	BSCS-205	Credit Hours	3
Course Title	Visual Communication-II				
Course Introduction					
This course has been designed to: <ul style="list-style-type: none"> • Instruct the students about the practical knowledge and utility of visual communication • Enable the students to apply diversified visual techniques for effective message/content construction 					
Learning Outcomes					
After studying this course, the students will be able to: <ul style="list-style-type: none"> • Understand the significance of different visual arts in the field of mass communication • Incorporate advanced visual techniques for effective communication 					
Course Content					
Week 1	1. Creativity, Artistry, Aesthetics, and Design Process:	Creativity vs. Innovation, Aesthetics and their evolution, Creative/Design Process Flow			
Week 2					
Week 3	2. Visual Arts Timeline	– exploring art as a progression of ideas and reactions			
Week 4					
Week 5	3. Symbolism:	Symbols and signs, Psychoanalytical symbols, Metaphor in visual design, Evolution of symbols			
Week 6		and metaphor Semiotics – the cultural creation of meaning			
Week 7	4. Visual Understanding	– the physiology and psychology of vision			
Week 8					
Week 9	5. Analogy-Metaphor-Symbolism-Iconography	– tapping into prior knowledge			
Week 10					
Week 11	6. Collage:	Collage, Photomontage, Assemblage, Digital collage/e-Collage, Influence of movements: Dada, Surrealism, Expressionism The Photographic Truth – a close look at mediated reality			
Week 12					
Week 13	7. Visual Identity and Branding:	Visual branding, Visual identity, Logo Design			
Week 14					
Week 15	8. Going Viral	– visual communication in the age of social media, crowdsourcing & citizen journalism			
Week 16					
Textbooks and Reading Material					
Edward R. Tufte,(1992). Envisioning Information by Graphics Press (first published May 1990)					
Meredith Davis , Jamer Hunt (Sep 07 2017), Visual Communication Design: An Introduction to Design Concepts in Everyday Experience, Bloomsbury Publishing					
Paul Martin Lester (Author), Visual Communication: Images with Messages 6th Edition, SBN-13: 978-1133308645					
Teaching Learning Strategies					
1. Lectures					
2. In-Class Activities					

3. Written Assignments

Assignments: Types and Number with Calendar

1. Class Participation
2. Attendance
3. Presentations
4. Attitude & Behavior
5. Hands-on Activities
6. Short Tests
7. Quizzes

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.