

<b>Programme</b>	B.S. (4-years), Communication Studies	<b>Course Code</b>	BSCS-202	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>Visual Communication-I</b>				
<b>Course Introduction</b>					
The core objectives of this course are to: <ul style="list-style-type: none"> <li>• Develop an understanding of brand identities and their symbolic use in media contents</li> <li>• Study the role of design in visual research especially related to brand identity</li> </ul> Understand the difference between different graphics and image file formats					
<b>Learning Outcomes</b>					
At the end of the course, students will be able to, <ul style="list-style-type: none"> <li>• Apply the concepts found within elements and principles of design on media content</li> <li>• Incorporate theories and concepts when discussing visual communication</li> </ul> Use theory on researching different media in visual communication					
<b>Course Content</b>					
<b>Week 1</b>	<b>1. Introduction:</b> Defining Visual Communication Design, Graphic Design vs Art, Design Thinking, Visual Design Tools, Image Files				
<b>Week 2</b>					
<b>Week 3</b>	<b>2. Elements And Principles of Design:</b> Color, Shape, Texture, space, Form, Unity/Harmony, Balance, Hierarchy, Scale/Proportion, Emphasis, Similarity, Contrast				
<b>Week 4</b>					
<b>Week 5</b>	<b>3. Design Theory:</b> Gestalt Principles, Visual perception				
<b>Week 6</b>					
<b>Week 7</b>					
<b>Week 8</b>	<b>4. Color:</b> Primary, Secondary, and Tertiary Colors, Hue, Value, Intensity, and Saturation, Achromatic vs. Monochromatic, Analogous, Complementary, Triadic, Gradients, Temperatures, Emotional Response to color, Color Symbolism, Meaning, Cultural Variations				
<b>Week 9</b>					
<b>Week 10</b>					
<b>Week 11</b>	<b>5. Typography And Typographic Elements:</b> Historical Evolution, Serif vs. Sans-Serif Fonts, Legibility vs. Readability, Use in Ads, Signs, Movie Posters, etc.				
<b>Week 12</b>					
<b>Week 13</b>					
<b>Week 14</b>	<b>6. Composition:</b> Focus, Leading lines, Scale/hierarchy, Contrast, Repetition, White space, Rule of Thirds				
<b>Week 15</b>					
<b>Week 16</b>					
<b>Textbooks and Reading Material</b>					

Kir, S. (Ed.). (2019). *New Media and Visual Communication in Social Networks*. Information Science Reference.

Smith, K. L., Moriarty, S., Kenney, K., & Barbatsis, G. (Eds.). (2004). *Handbook of visual communication: Theory, methods, and media*. Routledge.

Josephson, S., Kelly, J., & Smith, K. (Eds.). (2020). *Handbook of Visual Communication: Theory, Methods, and Media*. Routledge.

Kenney, K. (2010). *Visual communication research designs*. Routledge.

McGarry, A., Erhart, I., Eslen-Ziya, H., Jenzen, O., & Korkut, U. (2019). *The aesthetics of global protest: Visual culture and communication* (p. 300). Amsterdam University Press.

### 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.