

SYLLABUS
Principles of Visual Communication
Spring 2020
Comm. 3550-301
(Subject to Change)

Catalog Course Description

Survey course that looks at physio-psychological bases of perception of cognition, semiotics, aesthetics and historical references that lead to realization of visual messages. Includes discussions of ethical dimensions of visual image-making. Presentations incorporate criticism of contemporary visual images across all mass media.

Instructor

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Student meetings immediately following class or by appointment.

Prerequisites

There are no prerequisites for this course.

Course Credit

This is a 3 credit-hour course. It does not fill a general education requirement.

Course Materials

Required Textbook: Sturken, Marita, & Cartwright, Lisa. Practices of Looking. (Third Edition)

Suggested Textbooks (on reserve, selected chapters on Canvas): Barry, Ann Marie. Visual Intelligence. Denton, Craig. Graphics for Visual Communication.

Assignments, submissions, some readings, and grades will be posted on Canvas.

Meeting Days/Times

Meeting Days: Tuesdays & Thursdays.

Meeting Time: 10:30-11:50

Location: U502

Course Pedagogies/Outcomes

Historical, physiological, perceptual, and cognitive aspects of visual communication will be studied in this course. Critical analysis methods and ethical implications of electronic and print media images will be discussed. Students will become skilled at critically analyzing visual images based upon visual communication perspectives.

Grading

Exams (40%)

Exam material comes exclusively from lecture. Lecture slides and topics will be posted on Canvas usually within 24 hours.

Scrapbooks (30%)

Each student will assemble scrapbooks of visual examples and comments. Eight scrapbook parts will be collected two times during the semester.

Term Project (15%)

Critically analyze a visual media artifact (a photograph, magazine spread, movie clip, advertisement, website, etc.) using one of the perspectives learned in class. Write your analysis in an essay of no more than 1000 words.

Reading Quizzes (15%)

Quizzes will be administered for readings in bold according to the calendar below. Quizzes are administered at the beginning of class periods and may not be made up. Readings in italics are recommended readings and will not be used for quizzes or exams.

Calendar

Spring 2020 Calendar (subject to change)		
25-Feb	T	
27-Feb	H	Barry p. 15-16 & 25-35 in Chapter 1 ("Perception and Visual 'Common Sense'")
3-Mar	T	Barry p. 35-40 in Chapter 1 ("Perception and Visual 'Common Sense'")
5-Mar	H	Denton Chapter 3 ("Visual Perception")
10-Mar	T	Barry p. 69-84 in Chapter 2 ("The Nature and Power of Images")
12-Mar	H	Denton Chapter 7 ("Color")
17-Mar	T	
19-Mar	H	Exam 1 Review
24-Mar	T	Exam 1
26-Mar	H	Barry p. 84-103 in Chapter 2 ("The Nature and Power of Images")
31-Mar	T	Denton 4 ("Design Principles")
2-Apr	H	No Class: Independence Day
7-Apr	T	Sturken Chapter 1 ("Images, Power, and Politics")
9-Apr	H	Scrapbooks 1-4 Due
14-Apr	T	Sturken Chapter 2 ("Viewers Make Meaning")
16-Apr	H	Sturken Chapter 3 ("Modernity: Spectatorship, the Gaze, and Power")
21-Apr	T	Sturken 5 ("Visual Technologies, Reproduction, and the Copy"), <i>Barry 3 ("The Language of Images")</i>
23-Apr	H	Exam 2 Review
28-Apr	T	Exam 2
30-Apr	H	No Class: Buddha's Birthday
5-May	T	No Class: Children's Day
7-May	H	Sturken 6 ("Media in Everyday Life"), <i>Barry 7 ("Political Images: Public Relations, Advertising, and Propaganda")</i>
12-May	T	Sturken p. 257-277 in Chapter 7 ("Brand Culture: The Images and Spaces of Consumption")

14-May	H	Sturken p. 277-296 in Chapter 7 ("Brand Culture: The Images and Spaces of Consumption")
19-May	T	Scrapbooks 5-8 Due
21-May	H	Sturken Chapter 9 ("Scientific Looking, Looking at Science"), Barry 4 ("Video's Moving Images"), Barry 5 ("Film Logic and Rhetoric")
26-May	T	Sturken Chapter 10 ("The Global Flow of Visual Culture")
28-May	H	Final Project due
2-Jun	T	Exam 3 Review
4-Jun	H	Exam 3

ADA Statement

The Americans with Disabilities Act

The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, 801-581-5020. CDS will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in an alternative format with prior notification to the Center for Disability Services.

Wellness Statement:

Personal concerns such as stress, anxiety, relationship difficulties, depression, cross-cultural differences, etc., can interfere with a student's ability to succeed and thrive at the University of Utah. For helpful resources contact the Mental Health Counseling Center at the Multi-Complex Building #3052, (023) 626-6142, jan.lee@utah.edu or the Center for Student Wellness at www.wellness.utah.edu, 801-581-7776.

Other University Policies

- Sexual Misconduct: <https://oeo.utah.edu/services/sexual-misconduct.php>
- Student Names & Personal Pronouns: <http://diversity.utah.edu/initiatives/initiatives/chosen-names-and-personal-pronouns/>
- Academic code of conduct: <http://regulations.utah.edu/academics/6-400.php>
- Faculty Responsibilities: <http://regulations.utah.edu/academics/6-316.php>
- Accommodation Policy: <http://regulations.utah.edu/academics/6-100.php>