



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**VISUAL COMMUNICATION
CGA2014 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or the sophomore year.

Catalog Description:

CGA 2014 - VISUAL COMMUNICATION (3 hrs)

This course is designed to introduce art, graphic design, and journalism majors to the fundamentals of visual communication.

Prerequisites:

CGA2013 Introduction to Computer Graphics.

Controlling Purpose:

This course is designed to introduce art, graphic design, and journalism majors to the fundamentals of visual communication.

Learner Outcomes:

The student will understand and use the iterative design process: problem definition, analysis, idea exploration, idea development, focus, refinement, and production. The student will understand how visual communication is used in our society and its evolution. The student will understand and use the Gestalt principles in the creation of design.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for

taking more advanced work in the same field, but without any major handicap of inadequacy in his background.

- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: INTRODUCTION TO VISUAL COMMUNICATION AND ITS USE AND MEANING IN SOCIETY						
Outcomes: Upon completion of the unit, the students will be able to						
A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Define visual symbols.
						Describe how visual symbols are used in society.
						Describe how visual symbols are used in the navigation of information.
						Apply the understanding of iconography: the symbolism of a work, an artist, or a body of art to selected works of art.
						Describe the evolution of visual language in printed works.
						Describe the evolution of visual language in film and television.
						Describe the evolution of corporate branding and iconography in today's market place.
						Forecast changes in visual communication resulting from interactive media and the Internet.
						Describe the use of color in visual imagery and the emotional responses it elicits.
						Describe how color aids in the transmission of information.

UNIT 2: INTRODUCTION TO THE PRINCIPLES OF GESTALT PSYCHOLOGY TO VISUAL COMMUNICATION

Outcomes: Upon completion of the unit, the students will be able to

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Understand and apply the principle of closure in the creation of original student work
						Understand and apply the principle of proximity in the creation of original student work
						Understand and apply the principle of direction in the creation of original student work
						Understand and apply the principle of similarity in the creation of original student work
						Describe the application of the Gestalt principles in works of great artists

UNIT 3: INTRODUCTION TO THE BASIC PRINCIPLES OF DESIGN

Outcomes: Upon completion of the unit, the students will be able to

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Understand and apply the graphic design principle of contrast in the creation of original student work
						Understand and apply the graphic design principle of repetition in the creation of original student work
						Understand and apply the graphic design principle of alignment in the creation of original student work
						Understand and apply the graphic design principle of proximity in the creation of original student work
						Understand and apply the design principle of balance in the creation of original student work
						Understand and apply the design principle of unity in the creation of original student work

UNIT 4: INTRODUCTION TO THE ITERATIVE DESIGN PROCESS OF ART CREATION

Outcomes: Upon completion of the unit, the students will be able to

A	B	C	D	F	N	Specific Competencies:
						Demonstrate the ability to:
						Understand and apply the process of defining the problem as the initial step in the creation of art
						Understand and apply the process of audience analysis and goal setting as a step in the creation of art
						Understand and apply the process of idea exploration and conceptualization as a step in the creation of art
						Understand and apply the process of idea development as a step in the creation of art
						Understand and apply the process of evaluation and elimination as a step in the creation of art
						Understand and apply the process of gaining feedback as a step in the creation of art
						Understand and apply the process of refinement as a step in the creation of art

Projects Required:

Four projects

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Timeframe:

The U.S. Department of Education, Higher Learning Commission, and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching, and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester

Rev. 6/2/2016

DISCLAIMER: THIS INFORMATION IS SUBJECT TO CHANGE. FOR THE OFFICIAL COURSE PROCEDURE CONTACT ACADEMIC AFFAIRS.

hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.