

VC-1000: VISUAL COMMUNICATION FOUNDATION

Cuyahoga Community College

Viewing: VC-1000 : Visual Communication Foundation

Board of Trustees:

March 2020

Academic Term:

Fall 2020

Subject Code

VC - Visual Communication

Course Number:

1000

Title:

Visual Communication Foundation

Catalog Description:

This course provides the foundation for all Visual Communication programs and career paths. Topics include exploring the elements and principles of design, layout, color theory, and visual storytelling. Visual Communication career options are examined, as well as industry standard software, workflow and best practices.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

None.

Outcomes

Course Outcome(s):

Develop foundation design knowledge, skills and abilities.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Use industry standard software to complete basic design projects/assignments.
2. Solve design challenges utilizing the elements and principles of design.
3. Exhibit competency in craftsmanship, in both digital and traditional media.
4. Communicate a specific concept visually.
5. Demonstrate knowledge of design vocabulary through critique and verbal presentation.
6. Follow directions and work within specified project parameters.

Course Outcome(s):

Assess different careers in Visual Communication while completing a personal career and academic plan.

Objective(s):

1. Discuss the possible career choices in Visual Communication and identify the appropriate major to pursue for specific careers.
 2. Determine a course of study based on a preferred career path in Visual Communication and working with a counselor, complete a locked academic plan.
 3. Discuss basic ethics and copyright law including the use of acquired images and designs.
 4. Use the College's My Plan Assessment tool to evaluate one's own interest and skills with various careers in Visual Communication.
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Methods of Evaluation:

1. Successful completion of all design exercises and projects
2. Written papers
3. Oral and Visual presentation
4. Participation in group discussions and critiques

Course Content Outline:

1. Career Paths :: Student Research & Guest Speakers
 - a. Critical thinking about the future
 - i. Careers in Visual Communication
 - ii. Self-assessment
 - iii. Academic planning using Degree Works
 - b. Skills required for specific fields
 - i. Using college skills assessment tools such as "My Plan"
 - ii. Online research and assessment
 - c. Local, national, and Global Job Availability
 - i. Utilize Tri-C resources (Career Center and Transfer Center)
 - ii. Conduct online research of Visual Communications jobs
 - d. Trends in Visual Communication profession
 - i. Conduct professional interview
 - ii. Conduct Faculty advocate interview
2. Elements of Design
 - a. Line (organic, mechanical)
 - b. Shape (2D - circle, square, triangle, etc.- organic/geometric, positive/negative)
 - c. Form (3D-sphere, cube, cone, etc.- organic/geometric)
 - d. Value (contrast, gray scale)
 - e. Texture (real, implied/simulated)
 - f. Space & Alignment (framal reference, touching, intersecting, overlapping and cropping of shapes, linear & atmospheric perspective)
 - g. Color (tonality, hue, shade and tint)
3. Principles of Design
 - a. Balance (symmetry / asymmetry, tension and equilibrium)
 - b. Movement (organization, focal point)
 - c. Contrast (size, value, direction, space, position and dynamics of positive and negative, figure ground relationship)
 - d. Repetition (pattern, shape recognition, order, similarity and proximity grouping, regular, irregular)
 - e. Rhythm (regular, irregular/random)
 - f. Emphasis & Visual Hierarchy (color dominance, focal areas, visual prominence, unity)
 - g. Isomorphic Correspondence; visceral responses to certain shapes and colors
 - h. Gestalt (How relationship or the sum of the parts is greater than the whole)
4. Composition: Using the Elements and Principles to Arrange Visual Elements
 - a. Static vs. dynamic composition
 - b. Harmonious vs. disharmonious
 - c. Page division: alignment, grid, horizontals, verticals, diagonals, curves
 - d. Motion changes everything: design & motion
5. Basic Color Theory
 - a. Tonality, hue, shade and tint
 - b. Color schemes (monochromatic, analogous, complementary)
 - c. Color models (RGB, CMYK, etc.)

- d. Value and light effects: luminosity, luster, shadow and highlight, iridescence and opalescence, reflection, refraction, transparency and motion
 - e. Color relativity (Josef Albers, color memory, color accuracy and agrees upon solutions such as Pantone, PMS, etc.)
 - f. Color and meaning: personal and cultural interpretations, historic meanings of color
6. Visual storytelling
- a. No words required; the elements and principles put to work
 - b. Cultural assumptions, using “borrowed interest”
 - c. Linear story: the comfort of beginning, middle, end
 - d. Nonlinear story: contextual linkage
 - e. Sequence, space and time
7. Ethical issues
- a. The role of the designer in society: making ethical choices regarding advertising, propaganda and public relations
 - b. Copyright and the law: The difference between inspiration and appropriation

Resources

Meredith Davis, Jamer Hunt. *Visual Communication Design: An Introduction to Design Concepts in Everyday Experience*. Bloomsbury Academic, 2017.

Eddie Opara and John Cantwell. *Color Works Best Practices for Graphic Designers*. Beverly MA: Rockport Publishers , 2014.

Scott W. Santoro. *Guide to Graphic Design*. New York: Pierson, 2014.

Malamed, Connie. *Visual Language for Designers: Principles for Creating Graphics that People Understand*. Beverly, MA: Rockport Publishers, 2011.

Hashimoto, Alan and Clayton, Mike. *Visual Design Fundamentals: A Digital Approach*. Worcester, MA: Charles River Media, 2009.

Resources Other

1. [www.colormatters.com/color-symbolism \(https://www.colormatters.com/color-symbolism/\)](https://www.colormatters.com/color-symbolism/)
2. www.aiga.org
3. www.lynda.com

Top of page

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