

# VISUAL COMMUNICATION

## 2019/2020 COURSE DESCRIPTIONS

(COURSES SUBJECT TO CHANGE)

### FALL SEMESTER:

#### **DIPHID305 - Intermediate Digital Photography** **Experiential Learning, 6 Credits.**

**Description:** This course is designed for students who have learned the basic skills of introductory digital photography and would like to further advance their knowledge. A focus on visual and conceptual aspects of photography will be a major topic in this course in addition to refinement of up-to-date techniques. Students are involved in more complex and challenging photography projects and begin to experiment with their personal vision identities and expressions. This course will constitute the differences of making vs taking a photograph or producing vs consuming images. Critical visual analysis of both contemporary photographic work as well as arming the students with technical and conceptual tools will help the student build an understanding of photographs. Students will work on several long term projects.

#### **DIVCMM340 - Multimedia Studio I, 3 Credits.**

**Description:** This is a studio course that focuses on the experience of producing complete, multimedia works in a project-based environment. Lectures and meetings enhance the knowledge gained through this studio course. Individual creativity is emphasized as well as creative collaboration through individual and group projects. Assignments vary in scale, and focus on appropriate planning, design and execution, as well as acquisition and creation of diverse media content. Previously introduced design and illustration concepts are reviewed with an emphasis on their integration and effective communication in multimedia works. This class includes experiential learning with CEMI.

#### **DIVCDF250 - Visual Communication and Design** **Fundamentals Studio II, 3 Credits.**

**Description:** The aim of this course is to provide the students with a strong base for designing effective visual communications that are able to inform and motivate the viewer. The main purpose of this course is for students to develop a research and experimentation approach in order to understand the diverse aspects of visual design. Through a series of exercises, students will be able to master basic design principles, conceptual problem-solving methods, and critical

thinking skills. This will allow them to evaluate the effectiveness of their work. Topics also include content in typography, layout, logo design, and poster design. This course includes Fab Lab studio hours and experiential learning with CEMI.

#### **DIVCAD330 - Introduction to Art Direction, 3 Credits.**

**Description:** This course focuses on the creation of projects in advertising campaigns from the initial research and creative strategy to the final execution of a comprehensive commercial project. Students will learn the principles of art direction and layout as well as the marketing aspects of an advertising campaign, working with a copywriter, learning techniques for idea visualization, and structuring the campaign to the requirements of the client.

#### **DIITCA300 - Advanced Web Design, 3 Credits.**

**Description:** Designed for students who have a solid background in XHTML and CSS, this course continues web design topics for client-side programming, server-side programming, and data access required for e-commerce web sites. Students are introduced to JavaScript to make websites dynamic and client-oriented. After a brief introduction of XML, a review of basic database concepts, and SQL, server-side scripting is discussed in general terms to let students understand what is required to collect information from html forms. A basic ASP application is built as a demonstration. Students gain a basic understanding of what is involved in building and maintaining a database-driven, e-commerce website. The course includes a brief look at SVG (Structured Vector Graphics) and Flash. The course focuses on the creation of a final portfolio. This class includes experiential learning with CEMI.

### SPRING SEMESTER:

#### **Course Descriptions Coming Soon!**

- Advanced Video-making and Post Production
- Multi-Media Studio II: Experiential Learning
- Visual Communication Design Fundamentals Studio III
- Digital Video Editing
- Portfolio Development