

**OHLONE COLLEGE**  
**Ohlone Community College District**  
**OFFICIAL COURSE OUTLINE**

**I. Description of Course:**

1. **Department/Course:** COMM - 108

2. **Title:** Visual Communication

3. **Cross Reference:**

4. **Units:** 3

**Lec Hrs:** 3

**Lab Hrs:** 2

**Tot Hrs:** 90.00

5. **Repeatability:** No

6. **Grade Options:** Grade Only (GR)

7. **Degree/Applicability:**

Credit, Degree Applicable, Transferable  
- CSU (T)

8. **General Education:**

9. **Field Trips:** May be Required

10. **Requisites:**

**None**

**12. Catalog Description:**

Explore the fundamental elements of visual communication presented through lectures and applied through studio exercises. Examine the methods of visual communications from Gutenberg to Google, analyzing examples in a variety of visual forms including print (newspaper and magazine), graphics, illustrations, photographs, video, motion pictures, and digital media.

**13. Class Schedule Description:**

Explore elements of visual communication: print, graphics, illustrations, photographs, motion pictures and digital media

**14. Counselor Information:**

This course is required for the new Mass Comm AA

**II. Student Learning Outcomes**

The student will:

1. Explain the visual elements of mass communication theory and how those elements help the media reach their target audience.
2. Examine the components of visual communication, including line, shape, balance, unity, proportion, color and typography.
3. Recognize the differences in the communication process between still photography and motion pictures.
4. Examine television genres, news, commercials and the documentary form.
5. Explain the evolution and function of layout in newspapers, magazines and other publications.
6. Identify ethical considerations of visual communication, including plagiarism, copyright and censorship.

**III. Course Outline:**

## A. Lecture Content

1. Introduction to image and imagination
2. Visual communication theory
3. Elements of visual design as applied to media
4. Photography, especially digital photography and PhotoShop
5. Motion pictures, including design elements
6. Television, including use of video in news media
7. Visual components of newspapers, magazines and other publications
8. Creation and application of computer graphics
9. Ethics, including First Amendment applications, libel, invasion of privacy and plagiarism

## B. Lab Content

1. Lab and lecture activity on line, shape, balance, unity, proportion, color and typography.
2. Take photographs and analyze in class.
3. Create practice layout of newspaper, magazine or advertisement.
4. Create the format for a TV program.
5. Design and execute a website.
6. Compare and contrast the visual communication elements between still photograph and film, including different genres of TV and film.
7. Apply ethical standards in evaluating different forms of visual communication.

## IV. Course Assignments:

### A. Reading Assignments

1. Textbook and additional online materials

### B. Projects, Activities, and other Assignments

1. Digital and hand-drawn exercises on elements of design
2. Practice layout of newspaper page, magazine or advertisement
3. Take photographs and analyze in class
4. Analyze website design and elements
5. Optional field trip to media work site

### C. Writing Assignments

1. Compare and contrast different genres of TV shows

## V. Methods of Evaluation/Assessment:

### A. Midterm and final exams

- ### B. Final project evaluated using rubric based on fundamentals of visual communication

**VI. Methods of Instruction:**

- A. Lecture
- B. Laboratory
- C. Discussion
- D. Demonstration
- E. Audiovisual
- F. Computer Assisted Instruction
- G. Collaborative Learning

**VII. Textbooks:**

Recommended

1. Berger, Arthur *Seeing Is Believing* 3rd Edition, McGraw-Hill, 2007 ISBN:  
978-0073534251

Supplemental

**VIII. Supplies:**

CID 3268