**Course Syllabus**

* **General Information**

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| --- | --- |
| Course name | Visual communication |
| Programme  |  |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) |  |
| Form of studies (full-time, part-time) | Full-time |
| Discipline | Social Communication and Media  |
| Language of instruction | English  |

|  |  |
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| Course coordinator/person responsible | Jan Kłos |

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| --- | --- | --- | --- |
| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture | 30 | V | 3 |
| tutorial |  |  |
| classes |  |  |
| laboratory classes |  |  |
| workshops |  |  |
| seminar |  |  |
| introductory seminar |  |  |
| foreign language classes |  |  |
| practical placement |  |  |
| field work |  |  |
| diploma laboratory |  |  |
| translation classes |  |  |
| study visit |  |  |

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| Course pre-requisites | A good command of English |

* **Course Objectives**

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| O1 - students acquire knowledge about visual communication, the importance of images in communication |
| O2 – students learn basic skills in interpreting pictures |
| O3 – students understand the importance of images in formulating messages |

* **Course learning outcomes with reference to programme learning outcomes**

|  |  |  |
| --- | --- | --- |
| Symbol | Description of course learning outcome | Reference to programme learning outcome |
| KNOWLEDGE |
|  |  |  |
|  |  |  |
| SKILLS |
|  |  |  |
|  |  |  |
| SOCIAL COMPETENCIES |
|  |  |  |
|  |  |  |

* **Course Content**

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| **1) Modern - Postmodern - Iconic Turn****2) The Brain versus Visual Information****3) Information and Interpretation****4) The History of Seeing****5) The Picture-Taking Ritual****6) Photography** |

* **Didactic methods used and forms of assessment of learning outcomes**

|  |  |  |  |
| --- | --- | --- | --- |
| Symbol | Didactic methods*(choose from the list)* | Forms of assessment*(choose from the list)* | Documentation type*(choose from the list)* |
| KNOWLEDGE |
| W\_01 | traditional lecture | exam | assessment sheet |
| W\_02 |  |  |  |
| SKILLS  |
| U\_01 |  |  |  |
| U\_02 |  |  |  |
| SOCIAL COMPETENCIES |
| K\_01 |  |  |  |
| K\_02 |  |  |  |

e.g.: methods: Conversation lecture, traditional lecture, discussion, case study; forms: test, essay, presentation, writing assignment; doc: assessment sheet,

* **Grading criteria, weighting factors**
* **Student workload**

|  |  |
| --- | --- |
| Form of activity | Number of hours |
| Number of contact hours (with the teacher) | 30 |
| Number of hours of individual student work | 30 |

* **Literature**

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| --- |
| Basic literature |
| S. Josephson, J.D. Kelly, K. Smith (eds.), Handbook of Visual Communication. Theory, Methods, and Media, Routledge, 2020. |
| Additional literature |
| S. Few, Information Dashboard Design. The Effective Visual Communication of Data, O'Reilly, 2006.R. Hembree, The Complete Graphic Designer. A Guide to Understanding Graphics and Visual Communication, Rockport Publishers, 2011. |