1.0 Course Description

This course introduces students to the study of visual communication. Students will examine the ways visual images persuade us to act, think, and feel, and will also learn vocabulary, concepts, and histories related to visual meaning-making. Students will focus on the ways images, seeing, and being seen influence the ways we experience the world within professional and social contexts and how visual images and image-making manipulate and become manipulated by a surrounding visual culture. **Lecture: 3 hours.**

**Prerequisites:** CMN 200 or CMN 279 and only available to Professional Communication and Creative Industries

2.0 Course objectives/learning outcomes

- To demonstrate appropriate use of terminology and concepts to describe, discuss and analyze the meaning of visual images in a variety of contexts
- To demonstrate an understanding of how visual images interact with and construct visual culture
- To understand how participants both shape and are shaped by visual culture
- To design, create, and construct effective visual messages and objects for different audiences and across different media platforms

3.0 Topics Covered

3.1 Visual terms and concepts
3.2 The history of the visual
3.3 Concepts in visual communication and culture
3.4 Multimodal design
3.5 Visual design strategies and technologies

All topics will be covered, but not necessarily in the order listed above.
4.0 Teaching Method

In this course students will engage in class discussions, work on assignments, and examine visual communication media and issues.

4.1 Graded Assignments

Students will prepare at least two written assignments, one persuasive visual piece and/or one professionally-related, multimodal project. Additional in-class work may be assigned. The weighting of each assignment will be announced by the instructor.

5.0 Course Materials

5.1 Readings

Topicality and flexibility will be achieved by use of current periodicals and supplementary material. Materials may be made available in electronic form.

6.0 Course Policies

6.1 Students must adhere to university policies; see http://www.ryerson.ca/senate/policies. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson's Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.
6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

*Please note the following from Policy 145 Course Management Policy:*

4.3.1.2 Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson’s Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#).