1.0 Course Description

In this challenging course students will critically examine the ways visual images persuade us to act, think, and feel in unique ways. Students will learn vocabulary, concepts, and histories related to visual meaning-making by focusing on the ways images, seeing, and being seen influence the ways we experience the world within social contexts. They will also learn how visual images and image making manipulate and become manipulated by a surrounding visual culture. Lecture: 3 hours.

Antirequisite: CMN 448

It is recommended that students be in their third or fourth year of study.

2.0 Course Objectives/Learning Outcomes

- To demonstrate appropriate use of terminology to describe, discuss and analyze the meaning of visual images in various contexts
- To understand how visual images in combination with written language and other modes can be persuasive
- To demonstrate an understanding of how visual images interact with and construct visual modes of communication and culture
- To understand how participants both contribute to visual culture and can become manipulated by it

3.0 Topics Covered

3.1 Histories of the visual
3.2 Issues in visual communication and culture
3.3 Contemporary visual technologies
3.4 Social contexts of visual communication
4.0 Teaching Method

4.1 Lecture

4.2 Graded Assignments

Students will prepare at least four written assignments.

5.0 Course Materials

5.1 Readings

Readings will be made available online or through a course reader.

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.