

Module Code	:	AC-2202		
Module Title	:	Analysing Visual Communication		
Programme	:	Bachelor of Arts		
Type of Module	:	Core/ Breadth/ Minor Core		
Modular Credits	:	4	Student Workload:	8 – 10 hours per week
			Contact Hours:	2 hours per week
Prerequisite	:	None		
Anti-requisite	:	None		
Aims :				
<p>This module aims to provide students with the tools for the analysis and interpretation of visual communication, as well as opportunities for the creative production and purposeful use of visual texts. It also introduces students to the role of mass visual communication and traces its development in relation to modern society.</p>				
Module Content :				
<p>This module introduces students to the role of mass visual communication and traces its development in relation to modern society. It will cover the following main themes:</p> <ul style="list-style-type: none"> • Deconstructing visual communication: Semiotic principles, dimensions of semiotic analysis • Genres of visual communication: photography, film, painting, drawing, websites, multimedia etc. • Composition and modality: designing models of reality, third dimension, multimodal cohesion. Students learn the role of composition in relation to images, layout as well as in three dimensional spatial arrangements such as architecture. Students will also learn about materiality and colour in meaning-making. • Narrative and conceptual representations: Students will analyse ways of designing social action and social constructs, as well as the role of visual communication in society. • Making meaning: The relationship between creativity, image, individual expression and functionality; the relationship between visual communication and the viewer. 				
Assessment :	Examination :	40%	Coursework :	60%
	2 hours		Project planning	15%
			Project report	20%
			Project presentation	25%
Textbook(s)/References :				
<p>Beirut, M., Helfland, J., Heller, S. & Poynor, R. (Eds.). (1999). <i>Looking closer 3: Classical writings on graphic design</i>. New York: Allworth Press.</p> <p>Crow, D. (2006). <i>Left to right: The cultural shift from words to pictures</i>. Lausanne: Ava.</p> <p>Kress, G. & van Leeuwen, T. (2006). <i>Reading images</i>. London & NY: Routledge.</p> <p>Meggs, P. (1998). <i>A history of graphic design</i>. New York: John Wiley & Sons.</p> <p>Poynor, R. (2003). <i>No more rules: Graphic design and postmodernism</i>. London: Laurence King.</p>				