

JOURN250 : Visual Communication

General Information

Author:	<ul style="list-style-type: none">• Reut Cohen• Garagliano, Samantha
Course Code (CB01) :	JOURN250
Course Title (CB02) :	Visual Communication
Department:	JOURN
Proposal Start:	Winter 2025
TOP Code (CB03) :	(0602.00) Journalism
CIP Code:	(09.0401) Journalism.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000619674
Curriculum Committee Approval Date:	05/08/2024
Board of Trustees Approval Date:	06/18/2024
Last Cyclical Review Date:	05/08/2024
Course Description and Course Note:	JOURN 250 surveys the most significant techniques and examples of visual communication employed in mass media, including newspapers, magazines, television, the Internet, and advertising. The course is designed to lead students to an understanding of the possibilities of visual communication in mass media. Students develop their critical thinking skills by learning the language and theory of visual media. The course introduces students to practitioners and scholars as examples about how the media uses images and how students might incorporate visual images into their own work across media disciplines.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">• Credit
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Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">• Journalism
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

C-ID	Area	Status	Approval Date	Comparable Course
JOUR	Journalism	Approved	02/17/2015	JOUR 170 - Introduction to Visual Communications

Units and Hours

Summary

Minimum Credit Units (CB07)	3.5
Maximum Credit Units (CB06)	3.5
Total Course In-Class (Contact) Hours	81
Total Course Out-of-Class Hours	108
Total Student Learning Hours	189

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class
Lecture Hours	3

Out of Class

6

Course Student Hours

Course Duration (Weeks) 18

Hours per unit divisor 54

Laboratory Hours	1.5	0
Studio Hours	0	0

Course In-Class (Contact) Hours	
Lecture	54
Laboratory	27
Studio	0
Total	81

Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Advisory

ENGL101 - Introduction to College Reading and Composition

Objectives

- Read, analyze, and evaluate a variety of primarily non-fiction readings for content, context, and rhetorical merit with consideration of tone, audience, and purpose.
- Apply a variety of rhetorical strategies in writing unified, well-organized essays directed by a well-reasoned thesis statement with persuasive support.
- Develop varied and flexible strategies for generating, drafting, and revising essays.
- Analyze stylistic choices in their own writing and the writing of others.
- Write timed, in-class essays exhibiting acceptable college-level control of mechanics, organization, development, and coherence.
- Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism.
- Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.
- Proofread and edit essays for presentation so they exhibit no disruptive errors in English grammar, usage, or punctuation.

OR

Advisory

ESL151 - Reading And Composition V

Objectives

- Read and critically analyze various academic readings.
- Summarize readings.
- Organize fully-developed essays in both expository and argumentative modes.
- Compose a 500 to 550-word essay which: summarizes and cites appropriately a reading passage; includes a clear thesis statement; uses evidence to support the thesis; shows clear organization into an introduction, body, and conclusion.
- Revise writing to eliminate errors in syntax, and grammatical constructions;
- Employ basic library research techniques.
- Compose one research paper (1,000 words) or two short research papers (500-700 words each) with citations.

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Collaborative Learning

Methods of Instruction Guest Speakers

Methods of Instruction Field Activities (Trips)

Methods of Instruction Lecture

Methods of Instruction Laboratory

Methods of Instruction Discussion

Methods of Instruction Multimedia

Out of Class Assignments

- Weekly reading assignments
- Weekly journal entries to create a comprehensive catalog of images to be posted on a photo sharing website (e.g. write a brief description that explains how each image fits into the theories from the course)
- Analysis paper (e.g. write a 2,000 word essay in which you analyze a particular photograph or series of images)

Methods of Evaluation	Rationale
Activity (answering journal prompt, group activity)	Weekly journal
Exam/Quiz/Test	Weekly quizzes
Activity (answering journal prompt, group activity)	Critiques, including peer critiques
Project/Portfolio	Applied projects
Project/Portfolio	Research paper
Exam/Quiz/Test	Final examination

Textbook Rationale

These are all textbook options that have been vetted by the Journalism department. They are also affordable options for those not looking to use OER.

Textbooks

Author	Title	Publisher	Date	ISBN
Lester, Paul Martin	Visual Communication: Images with Messages.	Wadsworth	2022	979-8839779709
Davis, Meredith	Visual Communication Design: An Introduction to Design Concepts in Everyday Experience	Bloomsbury Visual Art	2017	978-1474221573
Ryan McGeough	The Essential Guide to Visual Communication	MacMillian	2019	9781319094171

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Analyze visual messages through the application of various perspectives and through demonstrated critical thinking skills.

Demonstrate an understanding of the cognitive processes by which media are experienced and remembered.

Demonstrate an understanding of legal and ethical issues surrounding visual media.

Create and analyze storyboards for visual storytelling projects.

Create and analyze images for print, Web and video.

SLOs

Explain how key theories of perception and communication relate to visual literacy.

Expected Outcome Performance: 70.0

JOURN Demonstrate ability to visually present news material articles and pictures that would appeal to readers
Journalism

Compare the personal, social, and political impact of various types of visual messages.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;
Core ILOs cultivate creativity that leads to innovative ideas.

Reflect and act upon personal responsibility as local and global citizens; respect and appreciate social and cultural diversity and recognize the complexity of the world; value and articulate the significance of environmental sustainability and social justice.

JOURN Demonstrate ability to visually present news material articles and pictures that would appeal to readers
Journalism

Explain the significance of persuasion and evaluate the ethical considerations inherent in visual communication.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;
Core ILOs cultivate creativity that leads to innovative ideas.

Practice ethical and responsible behavior within personal, academic, professional, social, and societal contexts; recognize and welcome diverse lifestyle choices that promote physical, intellectual, psychological, and social well-being.

JOURN Create a body of written work that demonstrates a range of journalistic skills
Journalism

Evaluate the ethical considerations inherent in visual communication.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;
Core ILOs cultivate creativity that leads to innovative ideas.

Practice ethical and responsible behavior within personal, academic, professional, social, and societal contexts; recognize and welcome diverse lifestyle choices that promote physical, intellectual, psychological, and social well-being.

Course Content

Lecture Content

Historical Development of Visual Communication (13 hours)

- Historical development of photojournalism (imagery)
- Historical development of typography and design
- Historical development of video documentary
- Using the Internet to find and post images, to a photo sharing website, that are consistent with the history of visual communication
- Principles of storyboarding
- Editing images for impact
- Typography and graphic design

Visual Literacy: Learning the Language (13 hours)

- Comparison and awareness of artistry and design

- Design strategies, symbolism and typographic expression, and impact of color
- Photographic basics
- Illustration basics
- Informational graphic design
- Electronic visual storage formats
- Info-graphics, desktop publishing and the impact of new technologies
- Impact of video
- Cartoons
- Using the Internet to find and post images, along with descriptions, to a photo sharing website, that are consistent with the understanding of visual literacy
- Creating storyboards for visual storytelling projects
- Principles of typography and graphic design

Visual News Reportage vs. Persuasion: Definitions, Responsibilities, and Expectations (13 hours)

- Reportage rather than expression; avoiding visual stereotypes
- Ethical and legal issues of visual news reportage
- In the service of persuasion: advertising and corporate identities
- Visual stereotypes
- Use the Internet to find and post images, along with descriptions, to a photo sharing website, that are consistent with the understanding of persuasion found in visual messages
- Creating and analyzing visual images for print, Web and video

Analysis, Synthesis, and Application of Examples Lecture of Visual Communication (15 hours)

- Reading a photo essay
- Reading a contemporary news or documentary video
- Reading the front page and the web page
- Using the Internet to research the historical, technical, ethical, and the cultural perspective in the analysis of a visual message.

Total hours: 54

Laboratory/Studio Content

Historical Development of Visual Communication (7 hours)

- Historical development of photojournalism (imagery)
- Historical development of typography and design
- Historical development of video documentary
- Using the Internet to find and post images, to a photo sharing website, that are consistent with the history of visual communication
- Principles of storyboarding
- Editing images for impact
- Typography and graphic design

Visual Literacy: Learning the Language (8 hours)

- Comparison and awareness of artistry and design
- Design strategies, symbolism and typographic expression, and impact of color
- Photographic basics
- Illustration basics
- Informational graphic design
- Electronic visual storage formats
- Info-graphics, desktop publishing and the impact of new technologies
- Impact of video
- Cartoons
- Using the Internet to find and post images, along with descriptions, to a photo sharing website, that are consistent with the understanding of visual literacy
- Creating storyboards for visual storytelling projects
- Principles of typography and graphic design

Visual News Reportage vs. Persuasion: Definitions, Responsibilities, and Expectations (6 hours)

- Reportage rather than expression; avoiding visual stereotypes
- Ethical and legal issues of visual news reportage
- In the service of persuasion: advertising and corporate identities
- Visual stereotypes
- Use the Internet to find and post images, along with descriptions, to a photo sharing website, that are consistent with the understanding of persuasion found in visual messages
- Creating and analyzing visual images for print, Web and video

Analysis, Synthesis, and Application of Examples Lecture of Visual Communication (6 hours)

- Reading a photo essay
- Reading a contemporary news or documentary video
- Reading the front page and the web page
- Using the Internet to research the historical, technical, ethical, and the cultural perspective in the analysis of a visual message.

Total hours: 27

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

Yes

If yes, who is your departmental library liaison?

Jennie Quinonez-Skinner (Language Arts, Student Services)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value