

WEBSTER UNIVERSITY

COURSE SYLLABUS

**COMM 5270.01
VISUAL COMMUNICATIONS**

**INSTRUCTOR: PAUL STEINMANN
TERM: SPRING II, 2003**

1. COURSE DESCRIPTION

Who is the course for?	K-12 classroom teachers
Why offered?	To help educators understand, create and produce visual images and activities for and with students.
What will be covered?	Elements and principles of Visual Literacy; production of graphic, film and video images.

2. LEARNING OUTCOMES

Graphics Production; including hands-on experiences that provide opportunities to convert facts and numerical data into visual messages.

Skill Development in producing photographic and visual images.

Creation of classroom activities that incorporate visual awareness and critical thinking skills.

3. SCHEDULE of required readings, class assignments and projects

Week 1: Overview of course
Theoretical foundations of Visual Communications
Production of single concept visual message

Week 2: Linear-sequential visual communication
Planning an audio and visual presentation
Introduction to 3rd credit hour project

Week 3: Copy-stand productions
Introduction to evaluating
television productions
Story - boards

- Week 4: Group(s) present first production
Finalize plan for 3rd credit hour project
The video storyboard
- Week 5: Video production considerations
In-camera editing
Group planning for video production
- Week 6: Visual Communication Theory
Finalize video production planning
Effects of 'stereotyped visuals'
The Film Paradigm and classroom alternatives
- Week 7: Video-taping of video storyboard
Audio dubbing
- Week 8: Video Presentations
Course Evaluation
All projects due

4. **RESOURCES**

Texts (not required for purchase):

Kemp, Jerold E. Planning and Producing AV Materials
Harper and Row, 7th Edition 2001

Moore and Dwyer VISUAL LITERACY A Spectrum of Visual Learning
Educational Technology Publications, 1st Edition 1994

5. **EVALUATION**

Group projects

Individual Assignments

Class Participation (**attendance at all sessions is required**)

6. **3 CREDIT HOUR PROJECTS**

Students taking the course for 3 credit hours will complete the following project

Create a videotape production.

The production will be approximately 4 minutes in length, and contain no scene longer than 10 seconds.