

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ

HUM 232 – VISUAL COMMUNICATION

COURSE OUTLINE

(3+0) 3 credits 5 ECTS

Instructor: Dikmen Yakalı, PhD, Assoc. Prof. of Communication Studies

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COURSE DESCRIPTION:

The course introduces students to an overview of visual storytelling and the various ways in which visual material is created and represented in visual culture, including illustrated periodicals, digital media, advertising material, photographs, and films. After an introduction to the basic visual components and terminology, the course examines visual representations in relation to the symbolic realm and as mediated reality through Visual Communication Theories.

METHOD:

Lecture, in-class discussion of relevant selected texts, and use of visual material.

MAIN TEXTS:

- Block, Bruce. *The Visual Story*. Oxford: Elsevier, 2008.

ADDITIONAL READING:

- Sturken, Marita, and Cartwright, Lisa. *Practices of Looking: An Introduction to Visual Culture*. Oxford: Oxford University Press, 2017.
- Rose, Gillian. *Visual Methodologies: An Introduction to the Interpretation of Visual Material*. London: Sage, 2007.

EVALUATION:

- Mid-term I: 50%
- Final Exam: 50%

TEACHING PLAN

Date	Topic	Reading/Homework
WEEK 1	Introduction. Discussion of the Course objectives.	
WEEK 2	The Visual Components; Contrast and Affinity. Introduction to the basic visual components and how to understand and control them.	Chapter 1-2 from <u>The Visual Story</u>
WEEK 3	The Primary Subcomponents. Space: Deep space; perspective; flat space; limited space; ambiguous space.	Chapter 3 from <u>The Visual Story</u>
WEEK 4	The Frame. Aspect ratio; surface divisions; the uses of closed and open space.	Chapter 3 from <u>The Visual Story</u> cont. HW: Take/bring photos depicting the four different space types we discussed in class. See your HW in TEAMS.
WEEK 5	Line and Shape. Terms such as edge, contour, closure, intersection of planes, axis, and linear motif. Shape and its various meanings in visual material	Chapter 4 from <u>The Visual Story</u> HW: Take/bring photos depicting various frame types we discussed in class. See your HW in TEAMS.
WEEK 6	Tone. Controlling the gray scale; coincidence and noncoincidence of tone.	Chapter 5 from <u>The Visual Story</u> HW: Take/bring photos focusing on line and shape in the composition. See your HW in TEAMS
WEEK 7	Colour. Light and colour systems.	Chapter 6 from <u>The Visual Story</u> HW: Take/bring photos focusing tonal control in the

		composition. See your HW in TEAMS
WEEK 8	Movement. Introduction to actual, apparent, induced, relative, simple, and complex movements	Chapter 7 from <u>The Visual Story</u> HW: Take/bring photos focusing colour control in the composition. See your HW in TEAMS
WEEK 9	Rhythm. How to control and create visual rhythm.	Chapter 8 from <u>The Visual Story</u> HW: Take/bring photos which shows regular and irregular rhythms in the composition. See your HW in TEAMS.
WEEK 10	Mid-term Project	
WEEK 11	Introduction to Visual Communication Theories. “The Good Eye”: Looking at pictures using compositional interpretation.	<i>Visual Methodologies: An Introduction to the Interpretation of Visual Material</i> ; Chapter 3
WEEK 11	Images and Power. Representation; the myth of photographic truth; images and ideology; how we negotiate the meaning of images; the value of images and image icons.	<i>Practices of Looking: An Introduction to Visual Culture</i> , Chapter 1.
WEEK 12	Viewers Make Meaning. Encoding and decoding; reception and the audience; appropriation and cultural production.	<i>Practices of Looking: An Introduction to Visual Culture</i> , Chapter 2.
WEEK 13	Case Study: Analyzing Visual Material through Film.	Watch <u>Barbie (2023)</u> Movie, directed by Greta Gerwig.
WEEK 14	Revision	