VIC 3002 – Visual Design for Globalized Media

Course Description

The course explores the relationship between images and messages in global media and the primary role that visual design plays in globalized media presentations. The ethics of visual messages and the impact of technology on the communication of visual messages. The use of visual messages in journalism, advertising, public relations and in all media is dissected and analyzed. Plus, how all traditional visual design converges in present day global media.

The course will convey the story of how media provides global audiences with messages through imagery. From the power of still photography to the explosiveness of film, the strength of images to convey stories is deeply rooted in our humanity. We will take a look at the meaning of images from a global perspective. Visual communication while regionally influenced is global in essence as mankind has from its primitive origins naturally communicated with images. Analysis of the characteristics, basic design and vehicles of presentation will be addressed. Thus, a theoretical approach to how messages are conveyed visually is at the core of the course. The course will also provide students with exposure and basic skills in the application of the presented design concepts and theories into practical web design. Finally, students will produce working web sites that represent in a creative and practical manner the current principles of visual communication as presently practiced in today’s global media.

Grading:

40%  Tests
40% Group Project
20% Attendance/Class Participation

Academic Honesty

As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Florida International University outlines your responsibilities as follows:

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet
sources, is responsible for plagiarism. Any students who fail to meet these expectations will receive an “F” for the course grade and will be reported to the Chair of the Department, as well as the Dean of the School.

Student Learning Outcomes & Course Learning Outcomes

Global Awareness:
Global Learning Student Learning Outcome Addressed:
Students will be able to discuss prevailing world conditions associated with local, global, international, and intercultural issues, trends, and systems.
Course Learning Outcome:
Students will demonstrate knowledge of the global language of visual design and visual communication as manifested in present day globalized media.

Global Engagement:
Global Learning Outcome Addressed:
Students will be able to demonstrate engagement in local, international, intercultural, and global problem solving.
Course Learning Outcome:
Students will be able to demonstrate willingness in responding to a global issue presented from different perspectives in visual media design and communication to targeted audiences from various parts of the world.

Global Perspective:
Global Learning Student Learning Outcome Addressed:
Students will be able to detect the distinctive and common qualities between their own perspective and the perspectives of others.
Course Learning Outcome:
Students will analyze basic visual design elements in media found in all global media formats and products. Plus, analyze distinct manifestations of design elements found at the local culture level.

Students will also:

- Develop an understanding of the language of the field of visual communication.
- Develop an understanding of professional visual ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Understand the concepts and apply the theories in the use and presentations of information through images.
- Understand the power of symbols and visuals.
- Recognize quality visual composition (layouts).
- Appreciate the importance of color and its meaning.
- Think critically, creatively and independently. Plus, critically evaluate their work and the work of others.
- Functional knowledge of image manipulation through the use of Adobe Photoshop.
- Basic knowledge of web design through practical web page creation.
Course Detailed Outline:

Required Text:


The rest of the required readings are selected chapters and articles which will be available as PDF files. The videos will be edited and the required excerpts will be viewed in class (all videos will be available for review from the Reserve Section at the BBC Campus Library.

Module 1 (week 1)  Global Visual Language and Communication

Readings:


Module 2 (weeks 2 & 3)  Visual Cues and Theories

Readings:


Associated Video(s):


Module 3 (weeks 4 & 5)  Typography and Informational Graphics

Readings:


Associated Video(s):


Module 4 (weeks 6, 7, & 8) Graphic Design and Web Design

Readings:


Associated Video(s):


Associated Web Site(s):

David Carson on Design & Discovery (video)
Milton Glasser
Saul Bass
Paul Rand
Stefan Sagmeister

Module 5 (week 9) Comics, Cartoons and Animation

Readings:


Associated videos:


**Module 6 (weeks 10, 11, & 12) Photography, Motion Pictures and Television**

**Readings:**


**Associated videos:**


Final Group Project Outline

The final project will be the design and construction of a website that has a clear focus on a specific subject. The page should target a specific audience from a specific country or region (these will be specifically assigned by the professor). This aspect is foundational to the project as the final web site must reflect design elements that are culturally identifiable to the country/region assigned. In addition, the page must portray universal or global visual design elements in order to also be able to communicate in a culturally diverse manner. Pages should be designed using Adobe Dreamweaver or similar web design software such as the free design software available from WIX.com. The page must be PC friendly. Plus, the images used must be edited using Photoshop. Students will hand in the project on a CD which will include all the files that were used for your finalized website and related files in clearly named folders. The project is due on your assigned date during the last 2 weeks of the class.

In this project students will show proficiency in the following areas:

1. Usage of typography/font to appropriately convey content within a chosen design style. The typography/font used for the title of the website should reflect the overall design of the page which should also directly address the targeted audience.

2. A logo must be included and must be part of the overall design of the page. A separate logo must be included in each subpage that matches or is basically a variation of the design of the home page logo and should reflect the subject and communicate to the targeted audience.
3. Using Photoshop, students will include no less than 2 before and after images which were manipulated using different tools (include both before and after image files in the project files that is submitted). The final images (the after images) should appear in the home page and subpages. **Very important, one of these images must be an original photo taken with a digital camera and then manipulated in Photoshop.**

4. There should be an obvious attempt at portraying universal visual cues of design (Unity/Variety, Hierarchy/Dominance, Proportion, Balance, etc.) in the overall design of the page.

5. The final web site will show through individual research and analysis that is conveyed in a short narrative by each group member, specific global and regional characteristics inherent in viewed web pages from the assigned countries/regions which served to provide the interpretation of how to visually target the international audience on the specific topic.