

Media Arts 210: Visual Communications

Tulane University, Uptown Campus - Mayer 106
MDAR 210-01: Monday 5:45pm – 8:45pm
Fall 2007

Instructor:

Matthew J. Martinez, MFA phone: 896-6338 (w) mmartine@tulane.edu
Martinez will be available before/after class, via phone/e-mail, and by appointment.

Required text:

Paul Martin Lester, Visual Communication: Images with Messages (4th edition), 2006
Additional assigned readings will be distributed via web and class handouts.

Visual Communication

This course provides an introduction to visual literacy by considering the fundamentals of visual communication. Class readings, assignments, and discussions will demonstrate how these basic elements are applied to communicate to viewers.

The contributions, ethics, and methods of visual communicators will be explored by analyzing examples in a variety of visual forms, including print, graphics, illustrations, photographs, motion pictures, and computer imagery.

Schedule

The following schedule provides a week-to-week summary of class activities. Supplemental class materials will be presented frequently.

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| Aug 27 | The Visual Communication Mode |
| Sep 10 | Analyze communication concepts; discuss "how we see."
Readings: Lester, chapters 1, 2, & 3 (section 1) |
| Sep 17 | Understanding Why We See
Consider visual elements and perceptual theories.
Readings: Lester, chapters 4 & 5 (section 2)
Assignment due |
| Sep 24 | Ethical Concerns in Visual Communication
Recognize issues in the form and the content of communicating visually.
Readings: Lester, chapters 6 & 7 (section 3) |

- Oct 1 **Exam #1**
- Oct 8 **Analyzing a Visual Message**
 Develop a procedure for analysis of a visual message;
 apply multiple perspectives with an eye on the media.
 Readings: Lester, chapter 8 (begin section 4)
- Oct 15 **Considering Typography & Graphics**
 & 22 Evaluate graphic designs and informational graphics.
 Readings: Lester, chapters 8, 9 & 10
 Assignment due
- Oct 29 **On Cartoons and Photography**
 Consider these media forms as visual expression.
 Readings: Lester, chapters 11 & 12
- Nov 5 **Exam #2**
- Nov 12 **The Power of the Moving Image**
 & 19 Analyze movies and video as motion pictures.
 Readings: Lester, chapters 13 & 14
 Assignment due
- Nov 26 **Computer Imagery & the World Wide Web**
 Dec 3 Examine the computer's role in image
 production & distribution.
 Readings: Lester, chapters 15 & 16
 Assignment due
- Dec 3 **The More You Know, the More You See**
 Develop course conclusions and conduct semester
 review.
 Readings: Lester, chapter 17
- Dec 10 **Final Exam (cumulative)** 5:45pm-8:45pm

(Date)	Assignments	&	Approximate Values
(10/1)	First Exam		25%
(11/5)	Second Exam		25%
(12/10)	Final Exam (cumulative)		40%
(various)	Class Assignments		10%

The instructor determines each student's final grade by carefully considering the merit of the individual's body of work through the course of the semester. The class will conduct in-class assignments frequently, including both announced and unannounced quizzes and written exercises. These may be made up only if the student is granted an excused absence which has been authorized in advance by the instructor.

The instructor reserves the right to modify the schedule and activities described in the syllabus; and observes the policies regarding attendance, assignments, plagiarism, disciplinary action, etc., as stated in the applicable Tulane University catalog. Students must adhere to the Tulane Honor Code. Essentially, a student's work must be the student's own, originally created solely by the student with all pertinent research, references, and resources formally cited and acknowledged.

(8/07)