



SCHOOL OF PROFESSIONAL COMMUNICATION

**3RD FLOOR, ROGERS COMMUNICATIONS CENTRE
PROCOM.RYERSON.CA**

**CMN 448
INTRODUCTION TO VISUAL COMMUNICATION**

1.0 Course Description

This course introduces students to the study of visual communication. Students will examine the ways visual images persuade us to act, think, and feel, and will also learn vocabulary, concepts, and histories related to visual meaning-making. Students will focus on the ways images, seeing, and being seen influence the ways we experience the world within professional and social contexts and how visual images and image-making manipulate and become manipulated by a surrounding visual culture.

Lecture: 3 hours.

Prerequisites: CMN 200 or CMN 279

Anti-requisites: CMN 601 or FCD 601

Note: This course is available only to Professional Communication and Creative Industries

2.0 Course objectives/learning outcomes

- To demonstrate appropriate use of terminology and concepts to describe, discuss and analyze the meaning of visual images in a variety of contexts
- To demonstrate an understanding of how visual images interact with and construct visual culture
- To understand how participants both shape and are shaped by visual culture
- To design, create, and construct effective visual messages and objects for different audiences and across different media platforms

3.0 Topics Covered

- 3.1 Visual terms and concepts
- 3.2 The history of the visual
- 3.3 Concepts in visual communication and culture
- 3.4 Multimodal design
- 3.5 Visual design strategies and technologies

All topics will be covered, but not necessarily in the order listed above.

4.0 Teaching Method

In this course students will engage in class discussions, work on assignments, and examine visual communication media and issues.

4.1 Graded Assignments

Students will prepare at least two written assignments, one persuasive visual piece and/or one professionally-related, multimodal project. Additional in-class work may be assigned. The weighting of each assignment will be announced by the instructor.

5.0 Course Materials

5.1 Readings

Topicality and flexibility will be achieved by use of current periodicals and supplementary material. Materials may be made available in electronic form.

6.0 Course Policies

6.1 Students must adhere to university policies; see <http://www.ryerson.ca/senate/policies>. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
- Policy #166 Course Management Policy

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada's [Copyright Act](#) which protects both creators/owners and users of copyrighted materials.

Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3 Turnitin.com

Turnitin is a plagiarism prevention and detection service. This tool assists instructors in determining the similarity between a student's work and the work of other students who have submitted papers to the site, internet sources, and a wide range of journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an originality report which instructors use to judge whether something is plagiarized.

All assignments in this course may be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database used solely to detect plagiarism in assignments.

Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements. Even if an instructor has not indicated that Turnitin will be used or a student has opted out of using Turnitin, if an instructor suspects that an assignment has been plagiarized, the instructor may submit that work in a non-identifying way to a plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson's Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#).