

Course Title	Visual Communication in Photography				
Course Code	DESP419				
Course Type	Elective				
Level	4				
Year / Semester	Year 4 / Semester 1				
Teacher's Name	Ismini Chacholiadou				
ECTS	5	Lectures / week	3 hours	Laboratories / week	1 hour
Course Purpose and Objectives	<p>This course explores the combination of applied research into photographic visual imagery, creative experimentation and photographic images. Learners should actively engage in contemporary and historical research and also in interpreting this understanding into their own image construction in order to understand the role of photography as a visual communication medium. Students will investigate ideas, processes and constraints in photographic imagery and produce work, which demonstrates understanding of image and text. Learners should become increasingly critical of the meaning and content of their own work. As the work undertaken by students becomes more focused on their particular area of interest, it is important that the understanding of visual communication should continue to have a broad application. Students should be encouraged to develop a more specific and individual pathway.</p>				
Learning Outcomes	<p>On successful completion of this course students will be able to:</p> <ul style="list-style-type: none">• Demonstrate a developed understanding of the technology and visual codes of photographic reproduction as a visual communication medium.• Produce photographic work, which demonstrates good understanding of image and text.• Appreciate the codes and conventions of visual language in photographic representation.• Produce work that demonstrates developed knowledge of the relationship between image and communication.• Evaluate the relationship between image and communication in own work.				
Prerequisites	Non		Required	Yes	
Course Content	<p>In this course students will learn the “language of art” through a structured approach to terms and examples used to describe and analyse any work of art. The basis of this language is the artistic elements – the irreducible and abstract ingredients that generate creative form. Just as spoken language is based on fundamental letters, sounds and grammar, visual art is based on elements and principles that, when used together, create works that communicate ideas and meaning to the viewer. They can be referred to as the building blocks of composition in visual art.</p>				
Teaching Methodology	<p>Principal learning methods include: lectures, seminars, presentations, tutorials and demonstrations/workshops. Lectures are supported with visual aids: PowerPoint and PDF presentations.</p> <p>Seminar discussion is led by staff or student and may be illustrated or supported by texts or reading packs. Active student participation and peer discussion in seminars is encouraged.</p>				

	<p>Students receive individual tutorials on a regular basis where they are guaranteed personal attention and the opportunity for sustained in-depth discussion on a one to one basis.</p> <p>Group critiques are conducted at regular intervals during the module.</p> <p>Library and IT plus technical resources are introduced in dedicated sessions.</p>
Bibliography	<ul style="list-style-type: none"> • Zakia R. (2017) Perception and Imaging, Taylor & Francis Ltd • Bright, S. (2011) Art Photography Now, London: Thames and Hudson Ltd • Rose G. (2016), Visual Methodologies: An Introduction to Researching with Visual Materials, SAGE Publications Ltd • Myers J.F. (2008) Myers the Language of Visual Art. Thomson Learning • Berger J. (2009) About Looking, Bloomsbury Publishing • Evans D. (2008) A comprehensive guide to digital output. Switzerland: AVA pub. • Jaeger, A. (2010) Image Makers Image Takers. London: Thames & Hudson. • Marvin J. Rosen and David L. Devries, (2002) Photography & Digital Imaging, Kendall Hunt Pub Co
Assessment	<ul style="list-style-type: none"> • Participation 10% • Presentation 15% • Project 75%.
Language	English