WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION

COURSE TITLE: Visual Communication

COURSE NUMBER: DSN 105

I. RATIONALE:

The purpose of this course is to enhance visual, perceptual and intellectual skills enabling students to better analyze, appreciate, and understand the visual media.

II. MAJOR INSTRUCTIONAL GOALS

GOAL A To demonstrate knowledge and understanding of the historical evolution of visual forms of communication.

GOAL B To demonstrate knowledge and understanding of the role and functions inherent in the creation of print, electronic and moving image media.

GOAL C To demonstrate knowledge and understanding of the influence and impact of visual images, such as logos, ads, and design/visual elements of film, television, and the Internet.

GOAL D: The student will use appropriate written and oral communication skills.

Learning outcomes: Students will
D-1 Communicate information orally in a logical and grammatical manner.
D-2 Present written information using standard APA style.

III. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.

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**External Storage Requirement:**
Students are required to supply their own external storage (ie., SD card, external hard drive, etc.) See Course Blackboard for instructor’s directive for your course. Memory cards are NOT supplied with cameras and video equipment.