

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Political, Administrative and Communication Sciences
1.3 Department	Journalism
1.4 Field of study	Communication sciences
1.5 Level of study	Bachelor
1.6 Study program / Qualification	Journalism

2. Information about the discipline

2.1 Discipline title	Visual Communication						
2.2 Course lecturer	conf. univ. dr. Elena Abrudan						
2.3 Seminar assistant	asist. univ. drd. George Prundaru						
2.4 Year of study	1	2.5 Semester	I	2.6. Evaluation type	E	2.7 Discipline type	OBL

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution: / week					hrs
Studying the manual, course reader, bibliography and notes:					1
Supplementary documentation in the library, on electronic platforms and in the field:					1
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					1,5
Tutorials					0,25
Examinations					0,14
Other activities:					
3.7 Total hours of individual study	66				
3.8 Total hours per semester	108				
3.9 Number of credits	5				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

5. Conditions (where applicable)

5.1 for the course	•
5.2 for the seminar/laboratory	•

6. Accumulated specific competencies

Professional competencies	<p>C1.2 Explicarea conceptuală a situațiilor de comunicare și a problemelor de specialitate din domeniu</p> <p>C2.2 Tratarea comunicării și a publicului / audienței din perspectiva unor parametri specifici domeniului, ținând cont de relația dintre canalul tehnologic și publicul țintă</p> <p>C6.1 Aplicarea conceptelor de bază pentru producția unei secțiuni /pagini tematice pentru o publicație sau a unei emisiuni conform normelor profesionale</p>
Transversal competencies	<p>CT1 Rezolvarea în mod realist - cu argumentare atât teoretică, cât și practică - a unor situații profesionale uzuale, în vederea soluționării eficiente și deontologice a acestora</p> <p>CT2 Aplicarea tehnicilor de muncă eficientă în echipa multidisciplinară cu îndeplinirea anumitor sarcini pe paliere ierarhice</p>

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	Cunoașterea și folosirea mijloacelor comunicării vizuale
7.2 Specific objectives	<p>Perceperea și înțelegerea corectă a mesajelor vizuale</p> <p>Simularea creativității și abilității de manipulare a conținuturilor vizuale</p>

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction to visual communication.	Multimedia presentation	Interdisciplinarity
2. Visual Image. Reading images	Multimedia presentation	Rational cognitive system, intuitive cognitive system
3. Elements of Visual Language	Multimedia presentation	
4. Perception	Multimedia presentation	Mechanics of vision, <i>mental image, emotional learning</i>
5. Visual Content manipulation	Multimedia presentation	To influence, to persuade; advertising image
6. Representation	Multimedia presentation	Causal relation theories, resemblance theories, convention theories, mental

		construction theories (illusion, make-believe, and "seeing-in")
7. Visual Semiotics. A History of Color	Multimedia presentation	The sign relationship: iconic, indexical, and symbolic, connotation/denotation, signifier, signified, code
8. Reception Theory	Multimedia presentation	Reception analysis, text/discourse, reading / viewing, listening, experience of otherness, audience
9. Visual Rhetoric	Multimedia presentation	Symbolic action, human intervention, presence of an audience
10. Visual Methaphors	Multimedia presentation	Visual argumentation
11. Narrative Theory	Multimedia presentation	Narrative logic
12. Visual Literacy	Multimedia presentation	Spatial intelligence, analogical thinking, editing
13. Visual Methodologies	Multimedia presentation	Compositionally, technology, production, content, color, geometrical perspective, spatial organisation, logic of figuration
14. Visual Ethics Theory	Multimedia presentation	human visual behavior, process, meaning, ecology of the visual

Bibliography

Abrudan, Elena. *Visual Communication*, course reader.

Fiske, J. (1987). *Television Culture*. London, Methuen.

Hall S. "Encoding / Decoding" in *Culture, Media, Language: Working Papers in Cultural Studies*, (1972-79). London: Hutchinson, 1980. 128-138.

Kress G. & Leeuwen T. van (1996). *Reading images. The Grammar of Visual Design*, London, Routledge

McLuhan, M. (1994). *Understanding Media: The estensions of man*. New York, McGraw-Hill.

Mitchell, W. J. T. (1986). *Iconology: Image, text, ideology*. Chicago, University of Chicago Press.

8.2 Seminar / laboratory	Teaching methods	Observations
1. Introduction to visual communication	Multimedia presentation Discussions	
2. Colors and their social significance	Practical demonstration	
3. Elements of visual language	Multimedia presentation Discussions	
4. Visual semiotics	Multimedia presentation Discussions	
5. Photorealistic representations/ The digital image	Applied image analyses Discussions	
6. The rhetoric of the moving image	Video screenings	

	Discussions	
7. Visual representation of facts in news (Infographics)	Multimedia presentation Discussions	
Bibliography Abrudan, Elena. <i>Visual Communication</i> , course reader. Barthes, Roland. <i>Mythologies</i> . New York: The Noonday Press, 1991 Smith, Ken, Sandra Moriarty, Gretchen Barbatsis, and Keith Kenney. <i>Handbook of Visual Communication. Theory, Methods and Media</i> . Mahwah: Laurence Erlbaum Associates, 2005.		

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

<ul style="list-style-type: none"> • Desfășurarea unui sub-proiect individual, corelat cu activitatea unei echipe redacționale sau/și de cercetare pentru realizarea unui proiect • Construirea și susținerea unui proiect care să demonstreze capacitatea de a adapta un material de presă dat pentru 3 categorii de public pre-stabilite
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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Written examination	E	50%
10.5 Seminar/ laboratory	The chromatic analysis of a cultural product	VP	15%
	Exemplification of the concepts of semiotics	VP	10%
	Complex analysis of an image	VP	25%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> • Cunoașterea conceptelor și dobândirea abilităților de elaborare și manipulare a conținuturilor vizuale • Analizarea unei fotografii de presă 			

Date

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Course lecturer signature

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Seminar assistant signature

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Date of approval in the Department

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Head of department's signature

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