

University of Arkansas - Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913-3649
479-788-7000

General Syllabus

MCOM 3213 Visual Communication

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: MCOM 2513 Media Production

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

A hands-on approach to visual communication as manifested in photography, films, television, advertisements, the Internet, and other visual media.

B. Additional Information – None

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Demonstrate a theoretical and practical understanding of visual communication and its storytelling capabilities.
2. Evaluate print and electronic media images and their ethical implications.
3. Identify the role of visual media and technology in the age of social media and self-promotion.
4. Create images and graphics in compliance with technical and aesthetic principles of visual communication.
5. Apply visual communication principles and skills to multimedia storytelling.
6. Conduct professional research and make academic arguments to evaluate efficacy of visual narratives.
7. Develop a digital portfolio that communicates visual messages effectively.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills: Students will draw conclusions and/or solve problems through production planning and execution.

Communication Skills (written and oral)

Students will use computerized tools to efficiently access and communicate electronic information using audio and video editing and production skills.

III. Major Course Topics

- A. Elements of visual narratives
- B. Color theory
- C. Photography Principles
- D. Multimedia storytelling
- E. Infographics
- F. Design for New Media
- G. Digital portfolio

