

To: Curriculum Committee

RE: Course Offerings Spring 2002

The Department of Communication Studies is requesting that we add *JOUR J210 Visual Communication* to the IU East course offerings list for the Spring 2002.

I have learned that Journalism at IUPUI and IPFW are part of the School of Journalism in Bloomington under the same academic dean. Their course descriptions are identical.

Ultimately, my goal for Journalism at IU East is to provide a “pathway” that will direct Journalism majors to the program at either IUPUI or Bloomington by providing four of the six core courses up through the 200 level. *JOUR J210 Visual Communication* is one of those core courses.

I will be meeting with Bonnie Brownlee, Undergraduate Dean of Journalism at IUB later this fall to coordinate the development of Journalism here at IUE. Our course descriptions will be identical to IUB, we will be using the same syllabus and texts for J210 to ensure the course is comparable. The only difference, I hope, will be the instructor.

See attached document for course description.

Sincerely

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Course Proposed

Journalism: J210 Visual Communication

Proposed Course Description:

Theories of visual communications including human perception, psychology of color, and principles of design. Application of those theories to photography, video and computer graphic design in news communication.

Additional description from IUB Syllabus:

We live in the most prolific visual culture in history. From MTV to magazine ads, from informational graphics to T-shirt graphics, from computer icons to gut-wrenching photojournalism, a tidal wave of images floods us daily. J210 will help you navigate this flood by introducing you to the principles of visual literacy and giving you hands-on experiences in three areas of visual communication: still photography, video and computer design.

We will adopt verbal literacy as a metaphor for visual literacy: You will learn to read other people's visual messages and to tell your own stories using the three media technologies.

Here's another way to think about this course, in fact, we have chosen it as a central metaphor: J210 is the Toolbox course. In 2000 it is impossible to foresee all you will have to adapt to during your careers. What we're trying to do in this course is to give you a toolbox of visual story-telling skills that will let you adapt to changes in the industry and your personal lives.

In J210, the exercises, tutorials and assignments require you to learn to operate a 35mm camera, a video camera and the Macintosh computer. In the beginning these technologies will probably dominate your time and effort, but they are not the important part of this course. By themselves technical skills will not guarantee you will take good photographs, shoot good video or design good publications. Try to master the technologies as quickly as possible so you can move on to what is more important-telling effective visual stories. The fourth major component of J210 is knowledge: specifically, the theory, history and ethics of visual story telling.

A major thread uniting all aspects of the course will be learning to use your sense of sight more effectively. This objective is based on the assumptions that we tune out most of the visual stimuli that bombard us, we fail to bring into consciousness much of what we see, and we rarely engage in concentrated, purposeful seeing. We will work with you on improving your vision by analyzing other people's visual messages and by creating your own. We believe this increased visual acuity will be of great value to you whether you become a visual journalist, a verbal journalist or neither.

JOUR J210 is one of six core courses for a BA in Journalism at IUB and IUPUI

Prerequisites:

None

Anticipated Learning Objectives

1. Students begin to see more acutely.
2. Students learn to tell stories in still photography, video and computer design.
3. Students acquire academic knowledge and ideas about the theory, ethics, history and power of visual communication.
- 4 Students are stimulated to continue studying and practicing visual communication during your tenure at IU and throughout your life.

Special Features:

None

List of Campuses already teaching with Course description:

For J210 Visual Communication

IUB

IUPUI

IPFW

IUSB

IUS