

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY ART 135 - VISUAL COMMUNICATIONS (3 CR.)

Course Description

Studies intermediate design concepts applicable to all fields of the communication arts. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

General Course Purpose

This course is a conceptual course that teaches specific creative techniques with which to approach communication needs in a visual context. It is an introduction to the generation of concepts essential to Graphic Design, Illustration, and Commercial Photography.

Course Prerequisites/Corequisites

None.

Course Objectives

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

- a) Define the roles and processes inherent in conceptual development and creativity
- b) Execute hierarchies within visual communication
- c) Research and make word and visual associations
- d) Work in groups to use group dynamics as a creative tool
- e) Use their imagination to break through the creative wall
- f) Create complex projects from concept through execution

Major Topics to be Included

- a) Defining perception
- b) How we think
- c) How we visually communicate what we think
- d) How we perceive others' visual communication
- e) What hierarchy is and how we individually understand and use it
- f) What is meant by "process" in regard to conceptual development
- g) Using research, association, word lists, word webs, image webs and storyboards as elements of process
- h) What we think
- i) Expanding how we think and create visually
- j) Gaining new perspectives to think freely about a creative challenge
- k) How others think
- l) Working in groups and experiencing group dynamics as creative tools
- m) "Hitting the creative wall" and how to break through to rediscovery, imagination and infinite creativity