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 Prerequisite/Corequisites
Prerequisite: ART 131

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

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

Major Topics to be Included

• Defining perception
• How we think
• How we visually communicate what we think
• How we perceive others’ visual communication
• What hierarchy is and how we individually understand and use it
• What is meant by “process” in regard to conceptual development
• Using research, association, word lists, word webs, image webs and storyboards as elements of process
• What we think
• Expanding how we think and create visually
• Gaining new perspectives to think freely about a creative challenge
• How others think
• Working in groups and experiencing group dynamics as creative tools
• “Hitting the creative wall” and how to break through to rediscovery, imagination and infinite creativity