



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
DES-376	Visual Literacy	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
ART-281	Design & Multimedia	Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	Graphic Communication	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Prof. Klimis Mastoridis	3 <sup>rd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face to face	N/A	N/A

### Course Objectives:

The main objectives of the course are to:

- Cover the twofold nature of visual literacy: “seeing” images (viewing/perception) and “reading” images (cognition, understanding).
- Introduce basic principles of perception and visual interpretation and examine them as constituent parts of all visual communication.
- Enable students to explore ways in which perceptual and cognitive modes of learning interact when viewing and interpreting visual information within sociocultural contexts.
- Make students aware of the various techniques of looking/perceiving images which will function as tools for developing a more sophisticated practice as designers and visual communicators.
- Assist students to identify contributors to visual literacy such as: art and design history, media, visual culture, philosophy, psychology, neuroscience, linguistics.
- Enable students to enrich and facilitate the process from percept to concept formation.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Identify the constituent parts of visual literacy / visual communication.
2. Discuss the multifarious nature of viewing / understanding images.
3. Develop their abilities to think visually.
4. Recommend visual solutions to visual communication problems.

5. Construct strategies and techniques for mapping ideas.
6. Use visual and textual information gathered to support their design practice.
7. Demonstrate a critical understanding of how visual images influence our daily lives.

**Course Content:**

Introduction to Visual Literacy. Images as information. Visual texts. Seeing images (viewing/perception). Reading images (understanding/cognition). Vision: light, eye, brain. Perceptual systems. Perception of form. Gestalt and visual perception. Seeing colour, movement, depth. Visual thinking and optical illusions. Seeing images within sociocultural contexts; cultural dimensions of visual communication. Image, symbol, representation, visual semiotics. Images and words.

**Learning Activities and Teaching Methods:**

Lectures, One-day projects, Tutorials, Group critics and discussions, Practice based projects, Study visits.

**Assessment Methods:**

Major projects. One-day projects. Seminar & Handout. Written tests and reports, Library work & Research. Class attendance & Performance.

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Using Visual Evidence	Matson, Robert W., Howells, Richard	McGraw-Hill Education	2009	ebook
Lecturer's notes & material		Online		

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Visual Literacy	James Elkins (Ed)	Routledge	2008	0-415-95811-3

Visual Culture	Nicholas Mirzoeff	Routledge	2005	0-415-15876-1
Cognition and the Visual Arts	Robert L. Solso	MIT Press	1994	0-262-19346-9