



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code DES-376	Course Title Visual Literacy	ECTS Credits 6
Department Design & Multimedia	Semester Spring	Prerequisites DES-306
Type of Course Required	Field Graphic Communication	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3 rd	Lecturer(s) Cleo Voris Demetriou
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Cover in detail the two-fold 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 socio-cultural 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, art 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 Contents:

1. Introduction to Visual Literacy; Visuality; Images as Information; Visual Texts.
2. Visuality: Seeing images (viewing/perception), Reading images (understanding/cognition).
3. Vision: Light, Eye, Brain
4. The Senses as Perceptual Systems
5. Synaesthesia / Multi-modalities / Multi-literacies
6. The Perception of Form
7. Perceptual Organization / Gestalt Laws of Visual Perception
8. Seeing Color, Seeing Movement, Seeing Depth

- 9. Learning how to see
- 10. Visual Thinking / Visual Cognition / Context, Cognition and Art / Visual Illusions
- 11. Seeing images within socio-cultural contexts; cultural dimensions of visual communication
- 12. Image, symbol, representation, visual semiotics
- 13. Images and words

Learning Activities and Teaching Methods:

Lectures, Workshops, Weekly assignments, Practical Exercises, Project Presentations and Project Critiques.

Assessment Methods:

Homework, Projects, Paper/Presentations.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Robert L. Solso	Cognition and the Visual Arts	MIT Press	1994	0-262-19346-9

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
James Elkins (Ed)	Visual Literacy	Routledge	2008	0-415-95811-3
Nicholas Mirzoeff	Visual Culture	Routledge	2003	0-415-15876-1