

## ECTS Syllabus

<b>Course title</b>	<b>Visual Literacy</b>			
<b>Course code</b>	<b>GDES-376</b>			
<b>Course type</b>	<b>Compulsory</b>			
<b>Level</b>	<b>1<sup>st</sup> Cycle</b>			
<b>Year / Semester</b>	<b>3<sup>rd</sup></b>			
<b>Teacher's name</b>	<b>Dr Niki Sioki</b>			
<b>ECTS</b>	6	<b>Lectures / week</b>	1/week	<b>Laboratories / week</b>
<b>Course purpose and objectives</b>	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of visual literacy as a field of study and a necessary skill for visual communicators to address current societal and technological challenges.</li> <li>• Analyse the basic principles of visual perception and interpretation as constituent parts of all visual communication.</li> <li>• Identify various techniques for creating meaning with visuals to enhance communication design practice for a defined audience.</li> <li>• Apply critical analysis and reflection to visuals in different formats and media.</li> <li>• Evaluate how positionality, bias, experiences and expertise inform the creation, interpretation and communication of visuals.</li> </ul>			
<b>Learning outcomes</b>	<p>After completion of the course students are expected to be able to:</p> <ol style="list-style-type: none"> <li>1. Evaluate the need for visuals within a communication design project considering the audience and mode of dissemination.</li> <li>2. Create the most relevant visuals for specific purposes and context.</li> <li>3. Apply visuals effectively, considering meaning, aesthetic criteria, rhetorical impact, and audience.</li> <li>4. Analyse the aesthetic, design and technical characteristics of visuals.</li> <li>5. Identify the ways in which different cultures and traditions are represented in visuals.</li> </ol>			
<b>Prerequisites</b>	ART-171	<b>Required</b>		
<b>Course content</b>	Introduction to visual literacy; From textual to visual culture; Seeing images (perception); Reading images (interpretation); Vision: light, eye, brain; Gestalt and			

	visual perception; Optical illusions; Visual cues; Visual rhetoric; Visual metaphors; Visuals in sociocultural contexts; Colours in culture; Analysing visual messages.
<b>Teaching methodology</b>	Lectures, one-day projects, group critiques and discussions, practical projects, study visits
<b>Bibliography</b>	<p>Moyer, D., Flynn, B., 2019, <i>Visual literacy workbook for graphic design and fine art students</i>, OUP, 9780190853426</p> <p>Baldwin, J., Roberts, L., 2006, <i>Visual communication: from theory to practice</i>, AVA Publishing, 9782940373093</p> <p>Dondis, D. A., 1974, <i>A primer of visual literacy</i>, MIT Press, 0262540290</p> <p>//</p> <p>Recommended Textbooks / Readings:</p> <p>Poynor, R., 2023, <i>Why graphic culture matters: essays, polemics about art, design and visual communication</i>, Occasional Papers, 9781919627717</p> <p>Lees-Maffei, G., Maffei, N. P., 2019, <i>Reading graphic design in cultural context</i>, Bloomsbury, 9780857858023</p> <p>Nelson, G., 2017, <i>How to see: visual adventures in a world God never made</i>, Phaidon, 9780714873831</p> <p>Mirzoeff, N., 2015, <i>How to see the world</i>, Pelican, 9780141977409</p> <p>Berger, J., 2008, <i>Ways of seeing</i>, Penguin books, 9780141035796</p> <p>Elkins, J. (ed.), 2007, <i>Visual literacy</i>, Routledge, 9780203939574</p>
<b>Assessment</b>	Projects, seminars, written tests and reports, library work and research, class attendance and performance.
<b>Language</b>	English