

COURSE OUTLINE		
TERM: Fall, 2018	COURSE NO: CMNS 270	
INSTRUCTOR:	COURSE TITLE: Visual Communication	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES

ENGL 100 or CMNS 120.

CALENDAR DESCRIPTION

Using photography as a focus, this course explores vision as a physiological and psychological phenomenon, examines the history and use of the camera and develops a number of perspectives for analyzing images. Students examine different aspects of visual media, including typography, newspapers, magazines, advertising, movies, television/video and computer images, analyzing the framed world in mass media representation.

COURSE NOTE

CMNS 270 is an approved Culture and Creative Expression course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

All readings and video links will be provided by the instructor. Readings and video links will be accessible on Moodle, and often available from the Capilano University Library.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. To examine visual media such as graphic design, advertising, motion pictures, television, fashion and the Internet as cultural agents.
2. To produce work based on a personal investigation of the uses of images in mass media.
3. To understand the applications of visual material in business communication.
4. Speak and write critically about visual media such as graphic design, print, advertising, motion pictures, television, fashion and the Internet

Students who complete this Culture and Creative Expression course will be able to do the following:

- Engage in creative processes including conception, investigation, execution, and ongoing critical analysis
- Identify, analyze, and critique the elements of a form of expression using its specific vocabulary
- Examine the intersection of linguistic and cultural forms by expressing in a language other than English
- Explain the significance of diverse forms of human creative expression, specifically including Indigenous forms
- Assess the interaction among cultural frameworks, people, and the natural environment
- Explain or demonstrate the connection between various events, ideas, traditions, and belief systems and the modes in which they are artistically or creatively expressed
- Interpret diverse forms of creative expression from different perspectives (e.g., artistic, historical, literary, scientific, philosophical)

COURSE CONTENT

Week	Topic
Week 1	Introduction to Visual Communication
Week 2	Visual Literacy
Week 3	Written Symbols, Typography, Graphic Design & Print Media
Week 4	Website Design and Advertising in the Digital Era
Week 5	Photographic Image
Week 6	Motion Pictures: Forms
Week 7	Motion Pictures: Applications
Week 8	Motion Pictures: Analysis
Week 9	Emergent Digital Visual Forms and Practices
Week 10	Black and White Boxes: Performance and the Visual Arts
Week 11	Fashion & the Everyday
Week 12	Student Research Presentations of Visual Biographies
Week 13	Synthesis & Semester Review
Week 14	Final exam period
Week 15	Final exam period

EVALUATION PROFILE

Visual Responses:	20%
Design & Advertising Analysis:	15%
Moving (sequential) Pictures:	20%
Visual Biography:	25%
Final Exam:	20%
TOTAL:	100%

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Grading System explanation

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy](#) and [B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.