

AAD 0012 - VISUAL COMMUNICATION

Catalog Description

Also known as COMM 12

Hours: 54 lecture

Description: Study of visual communication including design principles, aesthetics, visual perception, non-verbal messages, relationship to verbal communication, audience analysis, mass media and persuasion.

Historical overview of visual media as well as current trends and technology. (C-ID JOUR 170) (CSU, UC)

Course Student Learning Outcomes

Effective Term

Course Type

Contact Hours

Outside of Class Hours

Total Student Learning Hours

Course Objectives

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

Methods of Evaluation

Repeatable

Methods of Instruction

Typical Out of Class Assignments

Reading Assignments

Writing, Problem Solving or Performance

Other (Term projects, research papers, portfolios, etc.)

Required Materials

Other materials and-or supplies required of students that contribute to the cost of the course.