

Course: Visual Communication

credits: 5

Course code	ICVB20THY1	Modes of delivery	Action learning
Name	Visual Communication		Assignment
Study year	2022-2023		Guest lecture
ECTS credits	5		Lecture
Language	English		Peer feedback
Coordinator	D.J. Visser		Practical / Training
			Tutorial
		Assessments	Visual Communication - Other assessment

Learning outcomes

Content

Competences	Programme learning outcomes Junior professionals:	Level 3 (final project phase)	Where assessed?	Content
Programme learning outcomes Junior professionals:				As a junior communication professional you will soon be working in a world in which almost everything seems to revolve around images. One that not only includes the fast-growing visual social media such as Snapchat, Instagram, Pinterest and YouTube. Images, symbols, icons, colors and infographics are also very important in offline communication. How are you going to use images? Can you make well-considered choices for the correct use of images on the right medium and channel?
1. Context & strategy	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	Analyse relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.	N/A	During the 6 lectures and seminars on Visual Communication, we guide you through the different theories behind (the application of) visual language and visual grammar. Through short lectures and interactive work forms you learn the latest insights and facts and especially apply those in concepts and prototypes. We will take you along, among other things, the semiotics of Claude Lévi-Straus and Umberto Eco, the effect of classical image rhetoric on social media, framing, camera work, design, use of color, viewing behavior and arcs of suspense. In short, instruments with which you can carry out well-founded design-oriented research into each prototype and product in which visual communication is the key.
1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.	Monitor recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.	N/A		These lectures focus on viewing, analyzing and applying. We view and analyze clips and in addition, you conduct online and offline research.
1. Target group & behaviour	1. Conduct applied research in a methodological way and use suitable research methods.	Conduct research in a methodological way, use suitable research methods and evaluate the research.	Visual Communication	
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect	Evaluate the needs, wishes and (inter)cultural factors of all relevant stakeholders, and translate them into a professional product.	Visual Communication		

	the behaviour of the target group.		
1. Account for communication interventions based on knowledge, theory and research insights.	Assess insights from knowledge and theory in order to support effective communication interventions.	Visual Communication	
1. Concept & creation	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	Develop a creative concept using creative methods and techniques, and account for the extent to which the concept is suitable for the target group as well as the organisation's goals.	Visual Communication
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	Account for the application of channels and (digital) tools in order to deliver communication suitable for the target group.	Visual Communication	
1. Create relevant content tailored to the concept and the organisation's goals.	Create relevant content and/or a prototype of a professional product , and substantiate the way that it is/they are tailored to the organisation's goals.	Visual Communication	
1. Planning & organisation	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	Design the communication plan for and organise the implementation of a complex professional product , taking into account target groups, goals and budgets.	N/A
1. Persuasion & commitment	1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	Advise on the organisation's communication, taking into account the organisation's goals and communication strategy in a complex context .	N/A
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	Communicate orally and in writing in a correct, target group-oriented, business-like and convincing manner , and are able to explain their points of view in both internal and external communication.	N/A	

1. Connection & facilitation	1. Organise interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information.	Organise interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information requirement.	N/A
	1. Recognise opportunities, develop initiatives and dare to experiment.	Are able to think out of the box , experiment and create or co-create novel solutions.	

Included in programme(s)	School(s)
International Communication	School of Communication, Media & IT

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