# Vak: Visual Communication                    credits: 5

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| **Vakcode** | ICVB20THY1 | **Werkvormen** | Action learning |
| **Naam** | Visual Communication | | Gastcollege |
| **Studiejaar** | 2022-2023 | | Hoorcollege |
| **ECTS credits** | 5 | | Intervisie |
| **Taal** | Engels | | Opdracht |
| **Coördinator** | D.J. Visser | | Practicum / Training |
| | | | Werkcollege |
| | | **Toetsen** | Visual Communication - Overige toetsing |

## Leeruitkomsten

### Inhoud

| Competences Programme learning outcomes Junior professionals: | Programme learning outcomes Junior professionals: | Level 3 (final project phase) | Where assessed? |
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| 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 |
| 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 |
| 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** | |

We remember 80% of what we see and only 20% of what we read. Moreover, we also remember images 60,000 times faster than text. Visual communication works better and faster than written word. In addition, recent research shows that our visual intelligence is increasing rapidly. Our ability to distinguish and interpret visual elements has expanded enormously in recent decades. This ability has even grown disproportionately fast in the younger generation.

As a junior communication professional you will soon be working in a world in which almost everything seems to revolve around images. And 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?

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.

These lectures focus on viewing, analyzing and applying. We view and analyze clips and in addition, you conduct online and offline research.

the behaviour of
the target group.

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| 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[1] 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** |

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| 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. | N/A |

**Opgenomen in opleiding(en)**

International Communication

**School(s)**

Instituut voor Communicatie, Media & IT

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