**Mohawk Valley Community College**

**Utica and Rome, New York**

**Syllabus**

**MD 161 Visual Communication C-2, P-2, Cr-3**

**Prerequisites: None**

**Course Description:**

This course introduces students to the fundamental principles of visual communication and creativity with an emphasis on understanding historically significant art styles. Students explore various types of visual expression and apply creative problem-solving principles to both two-dimensional and three-dimensional projects in a variety of media. Emphasis is placed on formulating basic design and layout principles, with particular stress on application. Students are introduced to the masters, practices, and careers of painting, sculpture, graphic design, animation, film, digital media, illustration, and photography.

**Course Objectives:**

Upon the successful completion of this course, the student will be able to:

* Understand and demonstrate numerous creative strategies introduced in class
* Develop and utilize critical thinking skills in analyzing visual communication theories
* Students will demonstrate understanding of the social, cultural, science, aesthetic, and literary issues involved in designing visual information
* Demonstrate that their creativity can be learned and improved
* Understand and apply fundamental design principles
* Students will identify appropriate and inadequate visual communication methods and examples
* Understand the practice of different art forms such as painting, sculpture, graphic design, animation, graphic arts, film, digital media, illustration, and photography
* Utilize examples of historically significant art styles and techniques to complete 2-d and 3-d projects
* Students will gain insight on problem solving methodologies

**Major Topics:**

* How to examine and critique images
* Design elements, principles, and their use
* Fundamental creative practices used in contemporary visual arts
* Vocabulary of the world of art
* Philosophy and practice of art movements
* Creative and experimental techniques in the visual arts
* Using art history as a means to enhance creative practice
* Huxley's Visual Perception Theory
* Gestalt Theory

Reviewed July 2023