

COURSE DETAIL

VISUAL COMMUNICATION

Country

Italy

Host Institution

University of Bologna

Program(s)

University of Bologna

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies Communication

UCEAP Course Number

181

UCEAP Course Suffix**UCEAP Official Title**

VISUAL COMMUNICATION

UCEAP Transcript Title

VISUAL COMM

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course is part of the Laurea Magistrale Program and is intended for advanced level students. Enrolment is by consent of the instructor. This course explores the role that visual imagery plays in contemporary society, by means of looking at the visual as a key communication as well as economic and cultural resource. The course offers both an overview of established critical theories of visual communication and more contemporary takes on visual analysis and visibility at large. To gain a critical understanding of the central role that visual communication plays in global and local contexts alike, the course relies on a wide range of examples and case studies from key communication industries including advertising, film, stock photography, branding, social media, and news media. As well as studying visual communication theories, methods for critical visual analysis and specific examples and cases, students develop their own original research on specific dimensions of visual communication.

Language(s) of Instruction

English

Host Institution Course Number

78903

Host Institution Course Title

VISUAL COMMUNICATION

Host Institution Campus

BOLOGNA

Host Institution Faculty

Host Institution Degree

LM in SEMIOTICS

Host Institution Department

Philosophy and Communication Studies

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