COURSE DETAIL

VISUAL DESIGN

Country
Singapore

Host Institution
National University of Singapore

Program(s)
National University of Singapore

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Film & Media Studies Communication

UCEAP Course Number
126

UCEAP Course Suffix

UCEAP Official Title
VISUAL DESIGN

UCEAP Transcript Title
VISUAL DESIGN

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

This course introduces the principles and theories of visual design. The course covers the history and influences of visual design, the principles underlying visual design practice, and theories underlying visual design. Lecture topics include fundamentals: eye and environment, human visual system; luminance: lightness and brightness; chromatics: color; visual features; visual patterns: 2D space and motion and 3D space; visual objects; visual and verbal narrative; interacting with visual designs; and constructive visual thinking.

Language(s) of Instruction

English

Host Institution Course Number

NM2212

Host Institution Course Title

VISUAL DESIGN

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communications & New Media

Print