

COURSE DETAIL

VISUAL COMMUNICATION

Country

Chile

Host Institution

Pontifical Catholic University of Chile

Program(s)

Pontifical Catholic University of Chile

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

106

UCEAP Course Suffix**UCEAP Official Title**

VISUAL COMMUNICATION

UCEAP Transcript Title

VISUAL COMM

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course will see fundamental elements of theories on visual communication, from psychology, semiotics and design, and we will learn how to apply this theory to the analysis of messages and their operation, and then apply both knowledge and analysis in the creation of effective visual messages. At the end of the course, the student should acquire analysis tools that contribute to a more reflective and critical look at visual messages in our society, as well as develop skills in creating some types of visual messages such as posters and photographs.

Language(s) of Instruction

Spanish

Host Institution Course Number

COM115

Host Institution Course Title

LENGUAJE VISUAL

Host Institution Course Details

Host Institution Campus

San Joaquin

Host Institution Faculty

Comunicaciones

Host Institution Degree

Host Institution Department

Comunicaciones

Course Last Reviewed

2024-2025

[Print](#)