

## 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

VISUAL COMMUNICATION

### Host Institution Campus

San Joaquin

### Host Institution Faculty

Comunicaciones

### Host Institution Degree

### Host Institution Department

Comunicaciones

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