

Subject code	Credits
INF1013	3

Title

VIZUALINIS KOMUNIKACIJOS PAGRINDAI

Title in English

INTRODUCTION TO VISUAL COMMUNICATION

Subject goal and annotation

In a today's society, visual images became central to our communicative practices, i.e. how we represent and make meaning out of the world around us. Therefore, it is essential to develop our understanding of how we create, negotiate, and respond to visual codes. This course provides with a number of theoretical and methodological tools to analyze and create audio-visual representations of ideas or products.

Learning outcomes:

At the end of the course students must be able to analyse and create audio-visual representations of their ideas and to use it in web design practice.

Prerequisites

Undergraduate courses: FUNDAMENTAL OF COMPUTER PROGRAMMING AND INFORMATION TECHNOLOGY

Relationship between the learning outcomes of the Programme and learning outcomes of the subject

Learning outcomes of the Programme	Learning outcomes of the subject	Criteria for measuring the achievement of learning outcomes
<p>4. Knowledge of basic and advanced multimedia theories and applications, ability to apply it.</p> <p>6. Knowledge of Internet and multimedia products development, their commercial and social impact.</p> <p>9. Perform interdisciplinary research and development/creation in multimedia area, apply results in practical applications.</p>	<p>Is able to analyse and create audio-visual representations of ideas and to use it in web design practice.</p>	<p>4. Is able to analyse audio-visual representations based on semiotics theory (students must present their analysis in class during seminars).</p> <p>6, 9. Is able to prepare audio-visual product that represents idea/product in various web platforms and content management systems.</p>

Subject content

	Lecture topics and contents	Hours
1.	Genders of visual representations: simulacra and documentary.	4
2.	Visual representation: composition, exposure and light.	8
3.	Basic theory of sound	4
4.	Sound recording techniques	4
5.	On-line tools for video editing	4
6.	WEB content management systems (CMS) and integration of audio-visual products	6
	Total	30

Practical work contents

Work in pairs to create and present audio-visual products.
 Present an analysis of audio-visual products individually.
 During work in laboratory, students learn how to record video and audio, use light and various equipment for audio-visual project implementation.

Evaluation of study results

Exam task (50%), mid-term exam task (25%), and assessments of laboratory (practical) work (25%).

Distribution of subject study hours

Lectures	30
Seminars	15
Individual studies (including studies in groups, preparation for the mid-term and final exams)	36
Total	81

Recommended literature

No	Authors of publication and title	Number of copies available		
		<i>in the Library of VMU</i>	<i>in specialized publication collections at VMU</i>	<i>in other libraries</i>
Basic materials				
1.	2002 Baudrillard J. Simuliakrai ir simuliacija. Baltos lankos, Vilnius	10	1	
2.	Cope, P. Skaitmeninio filmavimo pagrindai: nam film k rimas pasitelkus ziuolaikin videotechnik .	1		
3.	Gibson, D. The art of producing: how to produce an audio project, 2005.	1		
Supplementary materials				
1.	Sontag S. Apie fotografij , 2000.	1		
2.	Pe iulis ž. Iki ir po televizijos: Ovilgsnis XX am0iaus audiovizualin s masin s komunikacijos fenomen , 2007.	1		
3.	Chapman, N. Web design: a complete introduction, 2006	1		

Subject prepared and coordinated by

Lect. Kristijonas Jakubsonas