



TITLE OF THE COURSE:	Representations, identity and principles of visual communication
Course code:	VKS1013
Course group:	C
Faculty:	Faculty of Social Sciences / Faculty of Political Science and Diplomacy
Study program:	Society, Culture and Communication
Level:	<i>Bachelor</i>
Semester:	<i>Spring</i>
ECTS credits:	4 ECTS
Language of instruction	English
Course lecturer:	Doc. dr. K. Juraitė, Lect. Donata Bocullo, Lect. Austėja Žostautaitė
Short course description:	<p>The course focuses on the critical evaluation of visual media language and culture from the theoretical and empirical perspectives. Historical, cultural and technological conditions of visual communication are discussed, including different tools of visual language, sociocultural norms and values, technological development, etc. The main aim of the course is to develop students' understanding of how we create, negotiate, and respond to visual codes, and to examine how visual images produce cultural meanings and power relations, as well as how the viewer experiences and practices the production of meaning via looking. The course also provides with a number of theoretical and methodological tools, including theoretical and analytical approaches developed by Barthes, Baudrillard, Berger, Fiske, Manovich, McLuhan, Lester, Sontag, etc. There is a strong emphasis on visual storytelling and visual analysis skills.</p>
Course content:	<ol style="list-style-type: none">1. Introduction to the course (course and seminars agenda, course evaluation system, creative project introduction)2. Prerequisites for the development of historical, cultural and technological visual



	<p>communication: social and cultural movements, changes in societal norms and values, diversity of artistic / visual forms of expression.</p> <ol style="list-style-type: none"> 3. Visuality, visualizations, visual culture: creators, users and creations of visual communication. 4. Ethics and aesthetics of visual communication. Visual representations. 5. Modern theories of visual communication: Barthes, Baudrillard, Berger, Fiske, Manovich, McLuhan, Lester, Sontag and others. 6. Communication, meaning and signs. Semiotic tradition of visual communication analysis. Visual codes and symbols. Semiotic methods and their application. Analytical approaches and semiotic analysis of visual communication. 7. Peculiarities of visual media, technological development, variety of genres and topics. 8. Photographic, cinematic, visual and audio applications in visual communication. 9. Preparation, discussion, presentation and final discussion of creative projects.
<p><i>Grading and evaluating student work in class and/or at the final exam:</i></p>	<p>Midterm – 20 proc., creative project – 30 proc., exam– 50 proc.</p>
<p><i>Required reading and additional study material</i></p>	<ol style="list-style-type: none"> 1. Fiske, J. (2010). Introduction to communication studies. Routledge. 2. Fiske, J. (2010). Understanding popular culture. Routledge. 3. Lester, P. M. (2013). Visual communication: Images with messages. Cengage Learning. 4. McLuhan, M. (1995). Understanding media: the extensions of man (p. XXIII). MIT Press.
<p><i>Additional information (if applicable)</i></p>	