



UNIWERSYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Introduction to visual communication

Educational subject description sheet

Basic information

Study programme Global Communication		Didactic cycle 2024/25				
Speciality -			Subject code 09GLCS.12KU.02920.24			
Organizational unit Faculty of Modern Languages and Literatures				Lecture languages English		
Study level First-cycle programme					Course type Elective	
Study form Full-time						Block Complementary major subjects
Education profile General academic						
Subject coordinator	Kinga Kowalewska					
Lecturer	Kinga Kowalewska					
Period Semester 2	Activities and hours • Lecture: 30, Graded credit	Number of ECTS points 4				

Goals

Code	Goal
C1	Providing knowledge and basic terms connected with visual communication.
C2	Teaching to analyse visual messages in a critical and reflective way.
C3	Shaping the awareness of the role of cultural differences and ethics in visual communication.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	has basic knowledge of the theory of visual communication and is familiarised with the field's basic concepts and terminology	GLC_K1_W01, GLC_K1_W04, GLC_K1_W09, GLC_K1_W11	Written colloquium
W2	has basic knowledge of the structure of different types of visual messages	GLC_K1_W04, GLC_K1_W09, GLC_K1_W11	Written colloquium
W3	understands and explains the role of language and non-language resources in visual communication	GLC_K1_W04, GLC_K1_W09, GLC_K1_W11	Written colloquium
Skills - Student:			
U1	identifies, analyses and critically interprets various forms of visual communication	GLC_K1_U01, GLC_K1_U03, GLC_K1_U05	Written colloquium
U2	uses appropriate terminology related to various aspects of visual communication	GLC_K1_U01, GLC_K1_U03	Written colloquium
U3	recognises advantages and disadvantages of different components of a visual/graphic message	GLC_K1_U01, GLC_K1_U03	Written colloquium
Social competences - Student:			
K1	is ready to update and develop their knowledge, skills and competences related to visual communication	GLC_K1_K01, GLC_K1_K03	Written colloquium
K2	is sensitive to cultural differences and ethical issues related to visual communication	GLC_K1_K01, GLC_K1_K03, GLC_K1_K07, GLC_K1_K08	Written colloquium

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Defining visual communication	W1, W2, U2, U3, K1	Lecture
2.	Identifying verbal and components of visual communication (e.g. gestures, emblems, colours, symbols)	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
3.	Types and functions of visual messages (e.g. business cards, posters, leaflets)	W2, W3, U1, U3, K1, K2	Lecture
4.	- Structure and graphic layout of basic visual messages	W2, W3, U1, U3, K1, K2	Lecture
5.	Introduction to a sign system	W2, W3, U3, K1, K2	Lecture
6.	Cultural differences in nonverbal communication	W3, U1, K1, K2	Lecture

Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Conversation lecture, Case study, Project method, Audio and/or video demonstrations

Activities	Credit conditions
Lecture	<ul style="list-style-type: none"> attendance is not obligatory. on the course completion, students take a written colloquium (close ended and open ended questions, short writing tasks – analysis and interpretation); pass mark for the colloquium - min. 60%. students can retake the final written colloquium only once. <p>Grading scale: 92-100% - very good (5,0) 84 -91,9% - good plus (4,5) 76-83,9% - good (4,0) 68-75,9% - satisfactory plus (3,5) 60-67,9% - satisfactory (3,0) 0-59,9% - unsatisfactory (2,0)</p>

Literature

Obligatory

- Berger, A. A. 1989. Seeing is Believing: An Introduction to Visual communication. Mountain View, CA: Mayfield.
- Curtiss, D.P. 1987. Introduction to Visual Literacy: A Guide to the Visual Arts and Communication. Englewood Cliffs NJ: Prentice-Hall.
- Lester, P. M. 1995. Visual Communication: Images with Messages. Belmont CA: Wadsworth Publishing.
- Morgan, J. and P. Welton. 1992. See What I Mean? London: Edward Arnold.
- Mullet, K. and D. Sano. 1995. Designing Visual Interfaces: Communication Oriented Techniques. Michigan: SunSoft Press.

Optional

- Pettersson, R. Visual Information. 1993. Englewood Cliffs NJ: Educational Technology Publications.
- Williams, R. 2014. The Non-Designer's Design Book. New York: Pearson.
- Kowalewska, K. 2018. The perception of language and non-language resources in press advertisements: an ecolinguistic-communicative approach. Poznań: Wydawnictwo Naukowe UAM.
- Kowalewska, K. and M. Koszko. 2015. „Social semiotics in visual communication applied in advertisements of banking products and services”. Scripta Neophilologica Posnaniensia 15, 108-120.
- Kowalewska, K. 2018. “The role of non-verbal cues in image making on the basis of selected press advertisements showing elderly women”. Scripta Neophilologica Posnaniensia 18, 55-65.

Calculation of ECTS points

Activities	Activity hours*
Lecture	30
Preparation for classes	10
Reading the indicated literature	60
Preparation for the assessment	20

Student workload	Hours 120
Number of ECTS points	ECTS 4

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
GLC_K1_K01	The graduate is ready to constantly update and improve their knowledge, skills and competence in interpreting cultural-linguistic-communicative phenomena and using them effectively
GLC_K1_K03	The graduate is ready to actively seek new solutions, especially at the cultural-linguistic-communicative level, while showing openness to alternative theoretical and practical proposals
GLC_K1_K07	The graduate is ready to participate consciously and responsibly in socio-cultural life, respecting traditions and cultural heritage and displaying an attitude of tolerance and understanding towards cultural, linguistic and communicative diversity
GLC_K1_K08	The graduate is ready to establish contacts and activities in a linguistically, culturally, geographically and socially diverse international environment
GLC_K1_U01	The graduate can use theoretical knowledge, research paradigms and conceptual and terminological apparatus appropriate to the field of study, i.e. knowledge of communicology, linguistics, literary studies, literary and cultural comparative studies and history, and use it to formulate, analyze and solve issues arising from communication
GLC_K1_U03	The graduate can use research skills, including formulation and analysis of research problems, selection of research methods and tools, development and presentation of results, allowing to solve research problems in the field of global communication
GLC_K1_U05	The graduate can independently acquire knowledge and develop skills in conducting research work under the guidance of a research supervisor
GLC_K1_W01	The graduate knows and understands in an advanced degree the place of communication issues and problems in the system of sciences, especially its subject and methodological connections with the disciplines of language and literary sciences in the humanities
GLC_K1_W04	The graduate knows and understands functional diversity of communication, basic communication strategies and their applicability in the practice of global communication
GLC_K1_W09	The graduate knows and understands the essence of the functioning of institutions relevant to the area of professional activity related to the field of study
GLC_K1_W11	The graduate knows and understands concepts and principles of intellectual property and copyright protection