



FACULTY-LED
STUDY ABROAD

KIIS Berlin & Barcelona Program, Summer 2022

COMM 415 Visual Communication

Instructor: Julie Snyder-Yuly, Ph.D.

Email: snyderyuly@marshall.edu

Instructor's office hours: on site and by appointment

Syllabus subject to change

1. Course Description: Did you know that almost 50% of your brain is involved in visual processing, that 70% of all your sensory receptors are in your eyes, and that we can get a sense of a visual scene in less than 1/10 of a second. Visual communication is the transmission of information and ideas using symbols and imagery. It can take complex concepts and relay them in a way that makes things easy for others to understand. Additionally, visual elements can evoke more emotion and convey information more quickly and accurately than words. This class is an introduction to the key issues of visual culture. It will examine the political and persuasive effects of images, how visuals produce cultural meaning, and the language of images. We will examine how images circulate through digital media, remakes, and viral networks. We will also examine the visual cultures of Berlin and Barcelona in our discussion and assignments, in order to better “read” the visual images and visuality we live among and within.

2. Overall KIIS Program Student Learning Outcomes:

KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

3. Course Objectives and Specific Learning Outcomes:

Course Objectives:

The primary objectives for this course are:

- To acquire knowledge, skills and attitudes that increase visual communication competence;
- To discover and analyze the concepts and theories of visual communication;
- To detect and evaluate visual messaging through a variety of "texts;"
- To create visual communication projects that critically apply course material.

Learning Outcomes:

Students will be able to:

- Explain the role of visual communication in the culture at large;
- Describe and apply the theories and practices associated with visual communication;
- Explain how the elements and principles of design work together to communicate an idea;
- Analyze and critique visual images/texts; and
- Recognize the role visual communication plays in identity, branding, culture, power, and privilege.

4. Major Topics covered in the Course:

- Introduction to Visual Communication
- Semiotics
- Looking, Seeing, and Perceiving
- Technologies of Seeing
- Visuality and Identity
- Media and Memory
- Spectacle
- Cultural Conflicts and Barriers

5. Fulfillment of General Education Requirement: N/A

6. Required Readings and Materials:

- Select readings will be assigned prior to departure. Recommended readings will be provided for those who wish to explore intercultural communication more in-depth.
- Students should bring with them a blank journal or notebook that they will carry with them throughout the course.
- Students should also bring with them a laptop and digital camera (cell phone camera is fine).

7. Graded Assignments:

- **Engagement/Participation** **10%**
 - Showing up, participating, asking questions, and being engaged!
- **Visual Storytelling** **20%**
 - You will keep an online journal to reflect on what you are seeing and learning. Each day you will upload 1 image to reflect on some aspect of what you learned or experienced that day. It must be related to class.
- **Visual Analysis** **20%**

- Throughout the course you will be asked to conduct visual analysis on various types of visual artifacts – this could be advertising, monuments, images, etc.
- **Visual Cultural Comparison** **20%**
 - Prior to departing for your trip you will take a variety of pictures or gather other visual data of what you experience in your daily life. You will identify various experiences abroad and collect images of that and compare and contrast them.
- **PechaKucha Presentation** **20%**
 - This is a 6 minute, 20 slide presentation about your experiences in Barcelona and Berlin.
- **Departure Reflection** **10%**

8. Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

9. Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, maria.canning@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

10. Title IX / Discrimination & Harassment:

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director, Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Deborah Wilkins (270-745-5396 / deborah.wilkins@wku.edu) or WKU's Title IX Investigators, Michael Crowe (270-745-5429 / michael.crowe@wku.edu) or Joshua Hayes (270-745-5121 / joshua.hayes@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/eo/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.