

Course description

Course abbreviation:	KAGD/EDVKG	Page:	1 / 2
Course name:	Visual Communication and Visual Literacy		
Academic Year:	2017/2018	Printed:	24.05.2024 03:48

Department/Unit /	KAGD / EDVKG			Academic Year	2017/2018
Title	Visual Communication and Visual Literacy			Type of completion	Examination
Accredited/Credits	Yes, 7 Cred.			Type of completion	Composite
Number of hours	Lecture 20 [HR/SEM]				
Occ/max	Status A	Status B	Status C	Course credit prior to	NO
Summer semester	0 / -	0 / -	0 / -	Counted into average	NO
Winter semester	1 / -	0 / -	0 / -	Min. (B+C) students	not determined
Timetable	Yes			Repeated registration	YES
Language of instruction	English			Semester taught	Winter, Summer
Optional course	Yes			Internship duration	0
Evaluation scale	S N				
No. of hours of on-premise					
Auto acc. of credit	Yes for FAI in the case of a previous evaluation Fx, yes for FAM in the case of a previous evaluation Fx, yes for FHS in the case of a previous evaluation Fx, yes for FLK in the case of a previous evaluation Fx, yes for FMK in the case of a previous evaluation F nebo Fx, yes for FT in the case of a previous evaluation Fx, no for others faculties.				
Periodicity	K				
Substituted course	UFG/EDVKG				
Preclusive courses	N/A				
Prerequisite courses	N/A				
Informally recommended courses	N/A				
Courses depending on this Course	N/A				

Course objectives:

The subject is aimed at comparative analyses of professional literature, interpretation of own procedures and designer realization from the viewpoint of the studied problems. The subject focuses on contemporary tendencies in the area and explains basic definitions from the area of visual communications and literacy.

Requirements on student

Continuous study of professional literature. The result of a subject examination is expressed on a six-point scale: A "výborně" (i.e. "excellent"), B "velmi dobře" (i.e. "very good"), C "dobře" (i.e. "good"), D "uspokojivě" (i.e. "satisfactory"), E "dostatečně" (i.e. "sufficient"), F "nedostatečně" (i.e. "fail").

Content

- Written reflections, essays, news, comments
- Critical analyses of selected topics
- Assignments from the theory of visual communications and visual studies.

Fields of study

Guarantors and lecturers

- **Guarantors:** doc. PaedDr. Jiří Eliška (100%)
- **Lecturer:** doc. PaedDr. Jiří Eliška (100%)

Literature

- **Recommended:** Bergström, Bo. *Essentials of visual communication*. London : Laurence King, 2008. ISBN 978-1-85669-577-0.
- **Recommended:** STURKEN, Marita, CARTWRIGHT, Lisa. *Practices of Looking: An Introduction to Visual Culture*. 2001. ISBN 0198742711.

Time requirements

All forms of study

Activities	Time requirements for activity [h]
Home preparation for classes	13
Total:	13

Course is included in study programmes:

Study Programme	Type of	Form of	Branch	Stage	St. plan	v.	Year	Block	Status	R.year	R.
Visual Arts	Doctoral	Full-time	Multimedia and Design	1	1		2017	Theoretical Subjects	A	1	ZS