

INTRODUCTION TO VISUAL COMMUNICATION

Unit 1

Communication as a process: Definitions, types, functions and Barriers of communication. Visual communication and other forms of communication.

Unit 2

Communication context: Nature of communication. Inter personal communication. Verbal and non verbal communication. Functions of non-verbal communication. Space and Temporal communication. Para Language. Verbal Barriers.

Unit 3

Sensation and perception. Learning and thinking. Human Intelligence. Aptitude and personality development. Motivation and creativity. Schools of psychology. Application of psychological concepts of visual communication.

Unit 4

What is Visual Culture? Visualizing. Visual power. Visual pleasure. Visuality. Culture and every day life. Picture definition; Line, Colour, Vision. Discipline and colour. Light over colour.

Unit 5

History of human Communication seen as four revolutions-oral, written, printing and audiovisual technology.

Books for study and reference:

1. Human Communication, A basic course, Joseph Devito, Harper and Row, New York, 1988.
2. An Introduction to Visual Culture, Mirzoeff, Nicholas, Routledge London. 1999.
3. Introduction to Psychology, Hilgard, Atkinson and Atkinson, Oxford – India, 1998.