Visual Information in Electronic and Other Media Publications

Dr. Ruth Auer

Course Title: Information in Visual Media

Course Code: 130.3609 Seminar

Semester: 130.6609

Time: 15:45 – 14:15

Enrollment: 1118

Location: Gates 3, Room 0001

Announcement:

The course is mandatory!

Attendance - 100%

1. Attendance - at least 100%
2. Submit a research paper on visual communication 4% of the course credits

3. Presentation of the course materials 70%

Course Outline

- Introduction to Visual Communication
- Coding and Decoding
- Visual Communication as a Culture

References:


Thesis: The relationship between visual communication and visual

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A. סקר נתונים חתך מתוכן פרסומת חזותית

1. תיאור הפרסום על פי כמות האיורים, התוכן, הרגמן, פעמים הפרסום. יש להשוות ב – 3 פריטים תיאוריים מתחום הקר🏀ית (25%)

ב. חקר גנוש חתך בתוכן חתך

1. מחקר של חתך התרבויות, המשותף ל- 10 איורים שונים מכל. רד הצעה פניה. מבנה מחקרי-טאורטי, על פי 3 פריטים ביבליוגרפיים רלוונטיים. (20%)

2. בחינת התרבויות של חתך בkategori מאגרים איריים (10-15). בה-campus ועל פי 3 פריטים (25%) (5%)

3. בחינת הטיפול החזותי בנושא בקטגורי (12-15), בהסתייג גם על 3 פריטים תיאוריים מתחום חקר התרבות החזותית (ביבליוגרפיות של חתך). (25%)

4. סיכום (5%)
A. Task: Answer the task questions to achieve a certain score.

1. The award structure: 50% of the score is derived from answers to the questions. 2 questions - 50%.

B. In general, outline the work guidelines.

1. The instructions from the general guidelines of the outline or guidelines of the work: 30%.

2. Read and understand the guidelines of the course and answer the questions. 2 questions from the guidelines of the course. (10%)

3. Read one film that discusses the topic. 1 film analysis of the content and visual treatment of the film. The director’s work is also discussed. (30%)

4. Summary. (5%)

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For the test on a visual information course, the following guidelines need to be followed:

1. Description of the visual material according to quantity, content, organization. (20%)

2. The common factor of more than 10 visual materials from the same product. (25%)

3. The theoretical material of the visual field of study. (25%)

4. Summary. (5%)

The above guidelines need to be understood by all!!

In general, outline the work guidelines!!

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For the test on a film course, the following guidelines need to be followed:

1. Introduction to the theoretical general film and visual information: defining methods and concepts in the context of social culture. (32%)

2. Discussion on the meaning, according to 2 theoretical relevant articles on the subject. (12%)

3. Discussion on one film in which the subject was discussed. Analysis of content and visual treatment of the film. Discussion of the director’s work. (32%)

4. Summary. (5%)

The above guidelines need to be understood by all!!

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For the test on a communication course, the following guidelines need to be followed:

1. Description of the communication according to quantity, content, organization. (25%)

2. The common factor of more than 10 visual communication materials from the same product. (20%)

3. The theoretical material of the communication field of study. (25%)

4. Summary. (5%)

The above guidelines need to be understood by all!!

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For the test on a communication course, the following guidelines need to be followed:

1. Description of the communication according to quantity, content, organization. (25%)

2. The common factor of more than 10 visual communication materials from the same product. (20%)

3. The theoretical material of the communication field of study. (25%)

4. Summary. (5%)

The above guidelines need to be understood by all!!

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