

COURSE CONTENT

Course Code	DV2012
Course Title	Digital Visual Communication
Pre-requisites	DV2004 and DV2005
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This intermediate level course will examine theories and practices of digital literacy in various forms. You will be confronted with diverse notions, practices, and ethics that underline digital visual communication projects and environments. You will investigate and create case studies that relate to digital media manifestations of traditional physical visual communication projects, such as online data analytics and information visualization, websites, mobile applications, digital marketing and computer-generated exhibitions for websites and mobile devices. This course will create a substantial foundation of understanding for future digital media communication research and practice.

Intended Learning Outcomes (ILO)

By the end of this course, you should be able to:

1. Explain how digital visual media is a form of literacy (legible and articulated forms of communication).
2. Critically explore and evaluate digital visual projects (two-dimensional and three-dimensional)
3. Interpret and create media effectively based on educated decisions about the digital visual representations of concrete ideas.
4. Present research findings, ideas, progress development and prototypes related to digital visual projects.
5. Participate in class discussion, collaborate with your peers and constructively critique work in progress of various digital communication projects.

Course Content

Digital Visual Literacy (DVL)

Digital Visual Literacy is a term in use that addresses the need to educate students amidst the considerable amount of visual information digitally stored online nowadays. Below there are two short definitions that will be discussed during this course.

'Digital visual literacy, also referred to as twenty-first century literacy, is defined (...) as a set of skills that enable students to use and interpret media effectively' (Martinez, 2009).

'DVL is now essential in many daily life and workplace tasks, from looking critically at newspaper images or TV evening news to using a digital camera, making a Web site, creating presentations, and modelling and visualizing data in virtually all of the sciences' (Spalter & van Dam, 2008).

Historical summary and case study analysis concerning the list of topics below.

The creative projects and your personal interest in diverse subject matters will also bring to the course outline more topics to be discussed in the context of digital visual communications research and outcomes.

Digital Visual Literacy

- The Internet of Things

- Digital natives and digital immigrants
- Digital/Virtual notions
- Ethical considerations

Digital Data

- Visual research design and planning techniques: data analysis, collection, synthesis, generation, and visualization
- Visualization technologies and practices

Relational (Digital) Aesthetics

- Artists and designers as catalyst of digital creative projects
- The authorial role of technology
- Human digital relations and their social context

Field trips and academic and cultural collaborations

You will be able to share your ideas on topics of individual and collective interest and learn from invited guest professors speakers and/or cultural and research institutions in Singapore.

Creative Project 1: Digital Persona

This project is linked to the topics *Digital Visual Literacy* and *Digital Data* and you will be encouraged to integrate all learning's derived from the lectures, presentations, readings, and discussion related to these topics to develop your creative project. The latter will also help you to understand the ethical considerations in place to use digital images pertaining to individuals, including yourself. The project will be based on creating a digital visual outcome based on data analysis, collection, synthesis, generation, and visualization.

Creative Project 2 (Final): Digital Visual Communication practice

This project is related to all the topics discussed during the course *Digital Visual Literacy*, *Digital Data* and *Relational (Digital) Aesthetics*. It will consider different stages for research and production of digital outcomes. Outcomes will range from online data analytics, websites, mobile applications, digital marketing to computer-generated exhibitions for websites and mobile devices. The above-mentioned are only examples from the vast possibilities of the digital realm; you are welcome to propose more digital outcomes that align with your research and creative interests.