

THINK VISUALLY, COMMUNICATE STRATEGICALLY

DR. MASSIMILIANO FUSARI

ABSTRACT

The hands-on course *Think Visually, Communicate Strategically* introduces students to simple communication strategies as they engage the theoretical basics of visual communication. The aim is to develop a digital-first approach in finalised *visual* communication.

ENHANCING COURSE – Y1

It is well-established that over 90% of current digital data consumption is ‘visual’ in one form or another. This applies consistently across all digital platforms and devices.

Though, if an image is worth a thousand words, it means that the visual cannot but be a sneaky form of communication, which is not easily managed. Thus, to clearly differentiate a visual representation from its multiple interpretations is a primary requirement.

In response, this course will introduce H-Farm’s students to [1] learn the theoretical basics of visual communication, as they [2] hands-on experiment with key media dynamics.

We will challenge theories through practice, and hands-on experiment the competencies we learn. By combining a digitally reshaped approach to notions of visibility and strategy, we will rethink relevance and usage of these two fundamental fields of human intervention.

By so doing, students are expected to develop pivotal digital communication skillsets in support of their professional pathway.

STRUCTURE

The course will be delivered as four 3-hour long weekly sessions. Each week a lecture introduces a core concept and/or set of tools to be followed by practical workshops and seminars with presentation of results and peer-feedback.

From day one, you will be exposed to the same challenges professionals face in the creative industries. You will be required to be proactive and open to experimentation. Our aim is

to hone your leadership skills, as you contribute to your team's work: in so doing, you will learn to work with others rather than enforcing your perspective on them.

There is no pre-requisite to attend the course.

SCHEDULE

Session 1	<i>Title</i>	Managing visual materials - a hands-on workshop
29.03.12	<i>Research Question</i>	How to make 1+1=3 in visual communication?
	<i>Objective</i>	To practically arrange multimedia material/s to produce impactful communication
Session 2	<i>Title</i>	Introducing visual communication
12.04.12	<i>Research Question</i>	How does the visual work?
	<i>Objective</i>	To engage the basics of a digital-shaped grammar for visual communication
Session 3	<i>Title</i>	Case study - The Invisible Children's Campaign
19.04.12	<i>Research Question</i>	How to disseminate visual communication <i>strategically</i> ?
	<i>Objective</i>	To review basic strategies to achieve impactful results via digital media
Session 4	<i>Title</i>	Exploring digital identities and cultural appropriations
26.04.12	<i>Research Question</i>	How to make sense of visual communication?
	<i>Objective</i>	To clearly differentiate the visual representation from its multiple interpretations
Session 5	<i>Assessment Day</i>	Team's presentation of the finalised communication strategy

ASSESSMENT DETAILS

The Assessment

Students will be assessed upon the production and oral defence of a finalised visual communication strategy. The presented document is set to identify a dedicated set of recommendations aiming to enhance the communication strategy of a company / institution. The presented visual strategy will be developed upon one of the case studies / simulation scenarios provided or upon a case study/ simulation scenario of a team's liking.

The document will be submitted prior to / at the time of the oral defence in Class 5. Students will work in teams and each team will have five (5) minutes to present their document and five (5) minutes to defend it in the consequential Q&A's session with the instructor.

The submitted document will be assessed upon the following criteria:

Criteria & Marking Grid

<i>Production of a clearly framed framework engaging discussed topics in a visual-oriented and strategic manner</i>	<i>60% of the final mark</i>
<i>Clarity and persuasiveness of the oral presentation and its defence</i>	<i>30% of the final mark</i>
<i>Evidence of teamwork's dynamics</i>	<i>10% of the final mark</i>

Marks

All students in a group will receive the same mark with grades ranging from A to D with A being the highest mark. In order to be granted access to the end of course's assessment, students are required to attend at least 75% of all classes.

Further details will be shared in the first class.