

ED 102: Digital and Visual Communication Fundamentals

Covers visual communication concepts and techniques and their application to educational and library settings. Covers design principles and strategies to create content and graphics used in 2-D and 3-D visual formats. Includes the development and creation of posters, bulletin boards, presentations, handouts, brochures, educational games, and displays.

Analyze and evaluate the effective and powerful use of design elements and layout and its impact and influence on the audience in thought and action. Electronic tools and resources are used to develop visual information, materials, and presentations. Introduction to various production techniques are incorporated into hands-on project development. Provides opportunities to empower educators and library staff to present information utilizing different modalities.

Course Student Learning Outcomes

Upon completion of the course students should be able to:

- Explain visual communication techniques and apply those techniques to create effective displays for library and educational settings.
- Comply with copyright, accessibility, cultural, and ethical issues surrounding the use of images and content in display and presentations in print and non-print formats.
- Properly use materials and resources as well as equipment, hardware, and software in the production of visuals/displays.
- Analyze and communicate, verbally and in written form, the contextual, cultural, ethical, aesthetic, intellectual, and technical components involved in the production and use of visual materials.
- Implement different modes of presentation based on analyzing the scope and scale of design tasks (computer, bulletin board, display case, window displays, hanging displays, posters, flyers, brochures, tri-fold displays, table-top displays, murals).
- Problem-solve design challenges based on stated functional criteria.

Credits: 3

Prerequisites: [WR 115](#) [RD 115](#) [MTH 20](#) Equivalent placement test scores also accepted.

Program: [Education](#)