

COURSE COM1005: VISUAL COMPOSITION

Level: Introductory

Prerequisite: None

Description: Students learn to employ fundamental elements and principles of design for various media and gain a strong foundational multidisciplinary experience in preparation for other Communication Technology courses.

Note: The terms ‘element’ and ‘principle’ are sometimes used interchangeably in design and an element or a principle can often have more than one name. Students should understand that flexibility in this respect is appropriate.

Parameters: Access to equipment used in the production of visual messages.

Outcomes: The student will:

- 1. identify and discuss the elements and principles of design**
 - 1.1 define the elements of design
 - 1.2 identify the elements of design using examples
 - 1.3 describe the impact of each element on the visual message; e.g., line, shape (2D) or form (3D), colour, texture, depth (perspective), light, direction (motion), mass (visual weight), tone (black and white) or value (colour), space (positive and negative)
 - 1.4 define the principles of design
 - 1.5 identify the principles of design using examples
 - 1.6 describe the impact of each principle on the visual message; e.g., balance, emphasis, proportion (scale), repetition (rhythm/pattern), unity, contrast, harmony, proximity, variety
- 2. discuss typography as it relates to the use of text in visual messages**
 - 2.1 explore the meanings of common terms used in typography; e.g., capline, topline, midline, baseline, beardline, serif, san serif, ascender, descender, bowl, counter
 - 2.2 discuss the use of the elements and principles of design in purposeful text creation; e.g., attention-getting text versus readable text
 - 2.3 discuss the role of whitespace in the use of text
- 3. produce visual compositions using a variety of media, e.g., print, photography, video, animation, where a number of elements and principles of design are used and have an identifiable impact on the intent of the message**
- 4. identify copyright restrictions and permissions and put them into practice**
- 5. present a selection of work completed in this course to an audience**
 - 5.1 discuss work regarding:
 - 5.1.1 how the elements and principles of design help facilitate good composition in his or her work
 - 5.1.2 the technical and creative aspects of the work; e.g., quality, uniqueness
 - 5.1.3 areas of concern/difficulty (if applicable)
 - 5.1.4 meeting school and community standards; e.g., appropriate language
 - 5.2 add the selected work to a portfolio
- 6. participate in a critique or an assessment of compositions created by others; e.g., classmates, professionals**
 - 6.1 identify elements and principles used in the images
 - 6.2 comment on the impact of the elements and principles in the construction of the message

- 7. apply consistent and appropriate work station routines**
 - 7.1 demonstrate good health and safety practices; e.g., posture, positioning of hardware and furniture
 - 7.2 demonstrate security for hardware, software, supplies and personal work
- 8. demonstrate basic competencies**
 - 8.1 demonstrate fundamental skills to:
 - 8.1.1 communicate
 - 8.1.2 manage information
 - 8.1.3 use numbers
 - 8.1.4 think and solve problems
 - 8.2 demonstrate personal management skills to:
 - 8.2.1 demonstrate positive attitudes and behaviours
 - 8.2.2 be responsible
 - 8.2.3 be adaptable
 - 8.2.4 learn continuously
 - 8.2.5 work safely
 - 8.3 demonstrate teamwork skills to:
 - 8.3.1 work with others
 - 8.3.2 participate in projects and tasks
- 9. make personal connections to the cluster content and processes to inform possible pathway choices**
 - 9.1 complete/update a personal inventory; e.g., interests, values, beliefs, resources, prior learning and experiences
 - 9.2 create a connection between a personal inventory and occupational choices