

Visual Literacy

Course Introduction

In your professional life, education and daily life, you will encounter and interact with images and visual materials on a regular basis. This course will provide you with the knowledge and skills to be visually literate both in your daily life and in an instructional design context. Someone who is visually literate cannot only *critically consume* and *interpret* visual messages; they can also *design* and *develop* effective visuals in a variety of settings. In this course you will learn how to effectively find, interpret, use analyze, evaluate, design, and create visual messages and understand ethical issues surrounding the access to and creation of visual media.

Course Objectives

- Find and access needed images and visual media effectively and efficiently
- Interpret and analyze the meanings of images and visual media
- Evaluate images and their sources
- Use images and visual media effectively
- Design and create meaningful images and visual media
- Understand many of the ethical, legal, social, and economic issues surrounding the creation and use of images and visual media, and access and use visual materials ethically
- Integrate visuals in your professional life