ARTS2094

Visual Communication

Term Two // 2020

School of the Arts and Media // UNSW Arts and Social Sciences

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Louise Ravelli	l.ravelli@unsw.edu.au	contact via email	contact via email and see Moodle for updates	contact via email

Course Details

Credit Points 6

Summary of the Course

Visual communication in contemporary media typically combines a range of resources - written, visual, aural, spatial. We develop a set of techniques and frameworks to analyse these complex texts, especially their visual components. We will consider a range of images and texts across a variety of media platforms, from newspapers, advertisements, magazines, to web sites, and cultural objects. We will develop a ‘grammar’ for analyzing these texts and the role they play in making meaning, in professional, public and personal contexts.

Course Learning Outcomes

1. identify the key principles of a social-semiotic approach to the analysis of visual texts
2. systematically analyse a wide range of contemporary visual texts
3. argue for an interpretation of these texts based on the analysis
4. situate and critique these texts in relation to social, cultural and professional contexts

Teaching Strategies

This course teaches a core set of analytical skills and so extended lecture input is appropriate. Centralized lectures, including use of video components and related learning objects, will be used to map and demonstrate central concepts. At the same time, the analytical tools need to be applied to actual texts, and extended discussion is needed to explore complexities, hence face-to-face tutorial time is essential. Tutorials will be used to practice the application of these concepts to textual analysis and to develop students' abilities to argue for an interpretation based on analysis.

Assessment

There are three assessment tasks to complete. You must complete and hand in all three tasks in order to pass this course. This means that you will fail if you do not hand in one task even if you have a total grade of over 50 from the other two assignments.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Mini Analysis	20%	22/06/2020 05:00 PM	2,3
Major Analysis	30%	15/07/2020 05:00 PM	2,3,4
Take-home Exam	50%	tbc: 14-27 August	1,2,3

Assessment Details

Assessment 1: Mini Analysis

Start date: Not Applicable

Length: 500 words

Details:

Grade and Rubric by TurnItIn.

Collective feedback.

Additional details:

Full details of the assignment will be available on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Major Analysis

Start date: Not Applicable

Length: 1000 words

Details:

1000 words.

Feedback via Turnitin.

Additional details:

Full details of the assignment will be available on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 3: Take-home Exam

Start date:

Length: 1500 words

Details:

Take-home Exam.

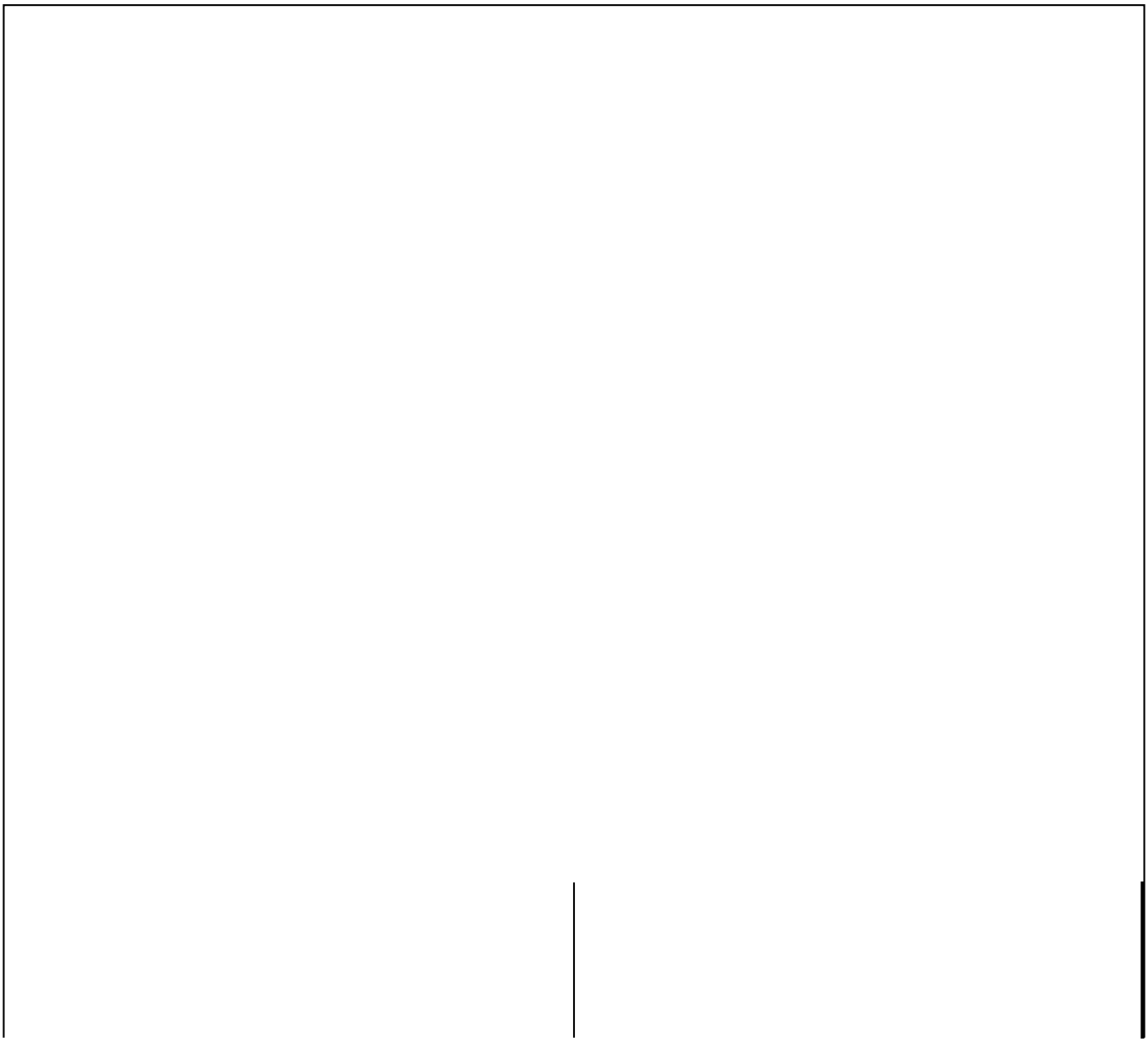
Graded only.

Additional details:

Exam will be 3 hours' duration and will be centrally scheduled during the exam block 14-27 August. Students must be available during this period.

Full details of the exam will be available on Moodle.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.



		clarification. INTRODUCTION: Our texts: what range of texts will we be considering? Our approach: social semiotics and system networks. Our tools: meanings and metafunctions; Our starting points: denotation and connotation.

Week 3: 15 June - 19 June	Lecture	The Interpersonal Metafunction: modality and coding orientation; and extending modality to new texts. READING: *PLEASE MAKE SURE YOU READ THESE BEFORE YOU LISTEN TO THE LECTURE* (1) Kress & Van Leeuwen (2006) Chapter FIVE; and ALSO pp232-235 (2) LEGANTO (link via Moodle): Ravelli, L. and van Leeuwen, T. (2018). Modality in the Digital Age. *Tgqs_j Amk ks lga_rgm l** 17.3, pp277-297. (3) LEGANTO (link via Moodle): McMurtrie, Robert J. 2010 ‘Bobbing for Power: an exploration into the

		READING: *PLEASE MAKE SURE YOU READ THESE BEFORE YOU LISTEN TO THE LECTURE* (1) LEGANTO (link via Moodle): Kress, G. and Van Leeuwen, T. 1998 'Front pages: (The Critical) Analysis of Newspaper Layout' in A. Bell and P. Garrett (Eds) *?nnpm_afcq rm Kcbg_ Bgqamspqc* Oxford: Blackwell pp186-219 (2) LEGANTO (link via Moodle): Knox, J. 2007 "Visual-verbal communication on online newspaper home pages" *Tgqs_j Amk ks lga_rgml* 6.1; pp19-53 (3) (Optional): LEGANTO (link via Moodle): Coffin, C. and Derewianka, B. 2009 "Multimodal layout in school history books: the texturing of historical interpretation" in G. Forey and G. Thompson (Eds) *Rcvr rwnc _ lb Rcvrspc* London: Equinox pp191-215
Week 6: 6 July - 10 July	Lecture	THIS IS YOUR READING WEEK. NO LECTURE AND NO TUTORIALS THIS WEEK. YOUR MAJOR ANALYSIS WILL BE DUE WEDNESDAY 15 JULY, 5PM.
Week 7: 13 July - 17 July	Lecture	Lecture The Representational Metafunction: narrative processes READING: *PLEASE MAKE SURE YOU READ THESE BEFORE YOU LISTEN TO THE LECTURE* (1) Kress & Van Leeuwen (2006) Chapter TWO (2) (Optional) LEGANTO (link via Moodle): Painter, C; Martin, J.R; and Unsworth, L; (2013) *Pc_bgle Tgqs_j L_pp_rgtcq8 Gk_ec ?l_jwqgq md Afgjbpcl%q Ngarspc @mmiq* London, Equinox. [Chapter 3 only] Chapter 3 relates to the representational metafunction. It goes into further - and slightly different - detail from Kress and van Leeuwen, but is worth the effort.]
Week 8: 20 July - 24 July	Lecture	The Representational Metafunction: conceptual processes READING: *PLEASE MAKE SURE YOU READ*

		THESE BEFORE THE LECTURE (1) Kress & Van Leeuwen (2006) Chapter THREE NB: This is a really TOUGH chapter!! We will focus on the basic distinction between narrative vs conceptual, and within conceptual, betweendistinction betwee

Resources

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
http://subjectguides.library.unsw.edu.au/elise/aboutelise

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and S 6