

## FIȘA DISCIPLINEI

### 1.Date despre program

1.1 Instituția de învățământ superior	UNIVERSITATEA DIN BUCUREȘTI
1.2 Facultatea/Departamentul	FACULTATEA DE JURNALISM ȘI ȘTIINȚELE COMUNICĂRII
1.3 Catedra	ANTROPOLOGIE CULTURALĂ ȘI COMUNICARE
1.4 Domeniul de studii	ȘTIINȚELE COMUNICĂRII
1.5 Ciclul de studii	MASTERAT
1.6 Programul de studii/Calificarea	Media, comunicare publică și globalizare/ MEDIA, PUBLIC COMMUNICATION and GLOBALIZATION

### 2.Date despre disciplină

2.1 Denumirea disciplinei	Visual Rhetoric						
2.2 Titularul activităților de curs	Drd. Cornelia Stancu						
2.3 Titularul activităților de seminar	Drd.Cornelia Stancu						
2.4 Anul de studiu	1	2.5 Semestrul	I	2.6 Tipul de evaluare	examen	2.7 Regimul disciplinei	obligatoriu

### 3.Timpul total estimat (ore pe semestru al activităților didactice)

3.1 Număr de ore pe săptămână	3	din care: 3.2 curs	2	3.3 seminar/laborator	1
3.4 Total ore din planul de învățământ	42	din care: 3.5 curs	20	3.6 seminar/laborator	22
Distribuția fondului de timp					Ore
Studiul după manual, suport de curs, bibliografie și notițe					20
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren					7
Pregătire seminarii/laboratoare, teme, referate, portofolii și eseuri					12
Tutoriat					0
Examinări					2
Alte activități .....					6
3.7 Total ore studiu individual					47
3.9 Total ore pe semestru (3.4. + 3.7)					87
3.10 Numărul de credite					8

### 4.Precondiții (acolo unde este cazul)

4.1 de curriculum	N/A
4.2 de competențe	Computer literacy

### 5.Condiții (acolo unde este cazul)

5.1 de desfășurare a cursului	room with video-projector and computers with Adobe Software installed
5.2 de desfășurare a seminarului/laboratorului	room with video-projector and computers with Adobe Software installed

### 6. Specific accumulated competences

Competențe profesionale	1. Developing the ability of creating a Key Visual by taking into consideration the message, context and purpose. 2. Understanding Visual Rhetoric as a mean of communication and persuasion.
Competențe transversale	<b>Tools:</b> 1. Developing the ability of creating a Key Visual by taking into consideration the message, context and purpose by working on a given brief 2. Determining and analysing the message, context and purpose in any image with rhetoric content. 3. Understanding the importance of visual rhetoric for brands and campaigns.

## 7. Master class objectives (resulting from specific accumulated competences)

7.1 General objectives	<ol style="list-style-type: none"> <li>1. To understand the importance of Visual Rhetoric and methods</li> <li>2. To be able to analyse a visual campaign and determine the persuasive side of it: to decode the message, purpose and context</li> <li>3. To be able to create a visual campaign and determine the persuasive side of it: to decode the message, purpose and context</li> </ol>
7.2 Specific objectives	<ol style="list-style-type: none"> <li>1. To understand and use image creation tools (Adobe software)</li> <li>2. To be able to create a Key Visual/advertising campaign visual</li> <li>3. To understand and analyse an advertising campaign visual.</li> </ol>

## 8. Contents

Lectures	Teaching methods	Obs.
1. Introduction. What is Visual Rhetoric and how we perceive all the images that surround us. Assignment for next class: bring an image you consider to be beautiful.	Lecture, exercises, visual presentation	3h
2. What Rhetoric means. Starting from Aristotle.  Assignment: Analyzing the images and defining what beauty and persuasion means.	Lecture, exercises, visual presentation	3h
3. Defining message, context and purpose as key parts of building a Visual. Introduction in the theory of color.	Lecture, exercises, visual presentation	3h
4. Visual Rhetoric analysis – Roland Barthes, the Panzani Poster.  Challenge/Exercise: choose a brand, a message, a context and a purpose and build a Key Visual using Adobe Photoshop (Introduction in Adobe Photoshop Software)	Lecture, exercises, visual presentation	3h
5. Developing the Key Visuals individually and learning the Adobe Photoshop Software. Preparing individual short presentation of the project.	Lecture, exercises, visual presentation	3h
6. Decoding symbols and ways of addressing the message beyond words. Presentation of the Key Visuals and analysis: determining the persuasive nature of each one.	Lecture, exercises, visual presentation	3h
7. All components of a persuasive image: fonts, colors, imagery, call to action, media.	Lecture, exercises, visual presentation	3h
8. Brands breaking the rules. How to be disruptive and persuasive. 5 case studies	Lecture, exercises, visual presentation	3h
9. Choosing the right media to deliver the message and persuade the right target. Creating visuals according to guidelines and technical specifications.	Lecture, exercises, visual presentation	3h
10. Means of persuasion when creating visuals for sensitive subjects. (social cases, political campaigns, controversial products, etc.) 5 case studies.  Challenge/exercise: create a product/idea that is controversial (one that does not exist on the market) and build a Key Visual that persuades the target you choose to respond to your 'call to action'.	Lecture, exercises, visual presentation	3h
11. Creating Key Visuals for different kinds of 'call to action': sales campaigns, brand/product awareness campaigns, social awareness campaigns.	Lecture, exercises, visual presentation	3h

12. The recipe is that there is no recipe. Knowing the rules and guidelines is crucial, innovation is what makes the difference. 5 case studies.	Lecture, exercises, visual presentation	3h
13. Design Thinking and new Methodologies.		3h

**Bibliography:**

1. Roland Barthes, Image/Music/Text, New York: Hill and Wang, 1977
2. Marshall McLuhan, Sa intelegem media. Extensiile omului, Curtea Veche, 2011
3. W. J. T Mitchell, Picture Theory : Essays on Verbal and Visual Representation, University of Chicago Press, 1995
4. Michael Bierut, How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world, Thames & Hudson, 2011
5. Paul Rand: A Designer's Art, Princeton Architectural Press 2016
6. Richard Rumelt, Good Strategy Bad Strategy: The Difference and Why It Matters, Currency 2011
7. Roland Barthes, Mythologies, trans. Annette Lavers, New York: FARRAR, STRAUS & GIROUX, 1972, 1991

**Websites/Articles:**

- <https://www.ideo.org>
- <https://www.adweek.com>
- <https://99u.adobe.com>
- <https://www.creativeboom.com>

## 9.Evaluation

Activity type	10.1 Assessment criteria	10.2 Assessment methods	10.3 Accounting for final mark
10.4 Lecture	Written examination (students will develop an individual project)	Grading	50%
10.5 Seminar	Activity at seminar (4 of the classes have challenges and exercises)	Grading	50%

**Minimum standard of performance**

- understand and define key concepts like: Visual Rhetoric, Key Visual, advertising campaign,
- ability to analyse an advertising campaign and understand the means of persuasion
- ability to create a Key Visual for an advertising campaign.

By attending 50% of all classes and seminars students should pass the final test with a minimum grade of 5.