**Every picture tells a story: Understanding and practicing visual language**

**Module structure**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TEACHING HOURS****(45 min each)** | **TIME NEEDED** | **CONTENT & TEACHER ACTIVITY** | **STUDENT ACTIVITY** | **RESOURCE / METHOD** |
| 2 teaching hours***Part 1*** | 45 min | Part 1 on the power of image and visual literacy | Listening to the lecture, taking notes, reading supporting material, etc. | Lecture, PPT slides, individual study time  |
| 30 min | Live discussion | Asking questions, analyzing material from the lecture and discussing it in smaller and bigger groups | Discussion in class or online  |
| ***Self-study material for Part 1:**** Berger, J. (1972). Ways of Seeing. London: BBC, Penguin Books.
* Lester, P. (2019). Visual Communication: Images with Messages. Wadsworth.
* Mirzoeff, N. (2012). Visual Culture Reader, Chapter 1: 'What is Visual Culture?’
 |
| 2 teaching hours**Part 2** | 60 min | Part 2 on visual semiotics | Listening to the lecture, taking notes, reading supporting material, analyzing provided examples |  Lecture, PPT slides, discussion, individual study time |
| 30 min | Small group assignment | Developing a visual concept paper | Team work |
| ***Self-study material for Part 2**** Barthes, R. (1972). Myth Today. In: Mythologies, pp. 107-130.
* Berger, A. (2014). Semiotics and Society. Society, Vol. 51, 2014, pp. 22-26.
* Creative semiotics: <https://www.youtube.com/watch?v=mA_LM-WMC1A>
* Semiotics analysis for beginners! How to read signs in film | Roland Barthes Media Theory: <https://www.youtube.com/watch?v=SlpOaY-_HMk>
 |
| 2 teaching hours**Part 3** | *45 min* | *Part 3 on visual storytelling* | *Listening to the lecture, taking notes, reading supporting material, analyzing provided examples* | *Lecture, PPT slides, discussion, individual study time* |
| *60 min* | *Presentation and discussion* | *Presenting students’ project ideas, asking questions, providing feedback* | *Discussion and feedback* |
|  | ***Self-study material for Part 3**** Share your story. A How-to Guide for Digital Storytelling: <https://www.samhsa.gov/sites/default/files/programs_campaigns/brss_tacs/samhsa-storytelling-guide.pdf>
* Three stages to every project: <http://www.thevideoeffect.tv/2013/06/26/video-pre-production-and-post-production/>
* McAdams, M. “Five shots, 10 seconds”: <http://www.jou.ufl.edu/faculty/mmcadams/video/five_shot.html>
 |