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

**Module structure**

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| **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> | | | | | | |