VISUAL COMMUNICATIONS (VIS)

VIS 500 Selected Topics (1-6 Credits)
Public Communications
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

VIS 501 Photography and Multimedia for Non-Majors (3 Credits)
Public Communications
Students study basic principles of photography and multimedia, including composition and lighting. Teaches workflow and post-production processes and basic editing for photography and video/multimedia.
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

VIS 502 AI for Creative Professionals (3 Credits)
Public Communications
Students explore generative artificial intelligence tools and platforms used in all phases of production for commercial and narrative storytelling.
Repeatable 1 times for 3 credits maximum

VIS 507 Intermediate Design and Production for Non-Majors (3 Credits)
Public Communications
This course teaches intermediate design, with a focus on developing more sophisticated layout, illustration and production skills while exploring classic and contemporary design styles.
Prereq: VIS 207 or 607
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 508 Basic Photo/Video Lab (0 Credits)
Public Communications
Basic photo/video lab for VIS 201 or VIS 501.
Coreq: VIS 201 or 501

VIS 510 Specialized Practice (1 Credit)
Public Communications
These short courses provide specific areas of study not covered in depth in other courses. These courses are based on faculty and student interest.
Repeatable 3 times for 3 credits maximum

VIS 517 Interactive Fashion Communications (3 Credits)
Public Communications
This course is designed to explore various methods of how visual communications are used as a method of promotion in the fashion, art and communications industries.
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 527 Publication Design (3 Credits)
Public Communications
Teaches visual concepts and strategies in publication design, including use of typography, color, language, images, and the use of space. Students will learn to create smart design solutions for books, magazines and newspapers.
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 528 Advanced Photo/Video Lab (0 Credits)
Public Communications
Advanced photo/video lab to support advanced photography and video course work.
Repeatable 8 times for 0 credits maximum

VIS 544 Fashion and Portraiture (3 Credits)
Public Communications
Teaches an overview of industry innovators, fashion and portrait photography. Instruction includes studio and location lighting, the portrayal of subjects, and color printing. The course may include a visit to a professional NYC fashion shoot.
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Ethics and Integrity (https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 600 Selected Topics (1-6 Credits)
Public Communications
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

VIS 601 Photography and Multimedia Fundamentals (3 Credits)
Public Communications
This course focuses on key concepts, techniques and historical context required to begin serious graduate study in photography, video and multimedia. Students will use professional grade cameras and image editing software to tell compelling stories.

VIS 602 Essentials for Visual Communicators (1 Credit)
Public Communications
Double-numbered with VIS 402
Teaches visual storytellers various topics in using the tools, techniques and best practices of their trade, focusing on how to use them powerfully in various contexts. Additional work is required for graduate students. Repeatable
Shared Competencies: Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 604 Foundations in Camera, Light and Concept (3 Credits)
Public Communications
Double-numbered with VIS 304
This course focuses on basic lighting, camera and post-production skills foundational for still and video storytelling. Through lecture, studio work and lab activities, students learn to create compelling editorial and commercial content. Additional work required of graduate students.
Advisory recommendation Prereq: VIS 601
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 605 Photographic Storytelling (3 Credits)
Public Communications
Double-numbered with VIS 405
Teaches principles and practices of photojournalistic/documentary/editorial storytelling for print, multimedia and video contexts. Topics include news, features, portraits and sports photography; picture story and essay production. Additional work required of graduate students.
Advisory recommendation Prereq: VIS 601
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 607 Graphic Design Fundamentals (3 Credits)
Public Communications
Teaches the principles of visual communication and graphic design. The course covers visual problem-solving, which includes conceptualization, typography, layout, image editing, and production of print and digital platforms. This course will have additional lab work.

VIS 617 Typographic Design (3 Credits)
Public Communications
Double-numbered with VIS 317
Explores essential history, concepts, skills and strategies for thoughtful and informed typographic decision-making in creating elegant and smart design solutions. Focuses on typeface design, the setting of text, and visual strategies. Additional work required of graduate students.
Advisory recommendation Prereq: VIS 607
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 619 Project Development: Overview (1 Credit)
Public Communications
The course is designed to advance student understanding of the process, the expectations, the ideation and the procedures of the master's project.

VIS 622 Visual Communications Theory (3 Credits)
Public Communications
Explores visual communication and how it serves to inform, persuade and entertain; covers semiotics and meaning systems while developing both theoretical and practical understanding of the history and current practices of visual communication and its storytelling capabilities.

VIS 623 Advanced Video Storytelling: How to be a Multimedia Rock Star (3 Credits)
Public Communications
Double-numbered with VIS 423
Students learn advanced technical, video and multimedia skills to enhance their command of story development. Students will expand their understanding of professional practices. Additional work required of graduate students.
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

VIS 624 Light and Concept (3 Credits)
Public Communications
Double-numbered with VIS 324
Course assumes foundational skills in camera controls. This course focuses on developing technical and conceptual lighting and postproduction skills used in still and video productions to create compelling editorial and commercial content in studio and on location. Additional work required of graduate students.
Advisory recommendation Prereq: VIS 601
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 625 Visual Editing and Project Development (3 Credits)
Public Communications
Double-numbered with VIS 425
Teaches students how to develop and edit their own work through semester-long projects while also editing the work of outstanding professionals and analyzing aspects of the editing profession. Additional work required of graduate students.
Advisory recommendation Prereq: VIS 605
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/); Ethics and Integrity (https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/)

VIS 627 Type and Image Design (3 Credits)
Public Communications
Double-numbered with VIS 327
Intermediate course for graphic design majors builds on foundational principles and skills in design, writing and imaging. Students create original print and digital design projects while also considering budgeting and processes. Additional work is required of graduate students.
Advisory recommendation Prereq: VIS 617
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 629 Project Development: Research/Pitch/Writing (2 Credits)
Public Communications
This course will further student understanding of the skills and guidelines in detail and will aid in the critical research, pitching, proposal, and launch of the various aspects of developing the master's project.
Advisory recommendation Prereq: VIS 619

VIS 634 Commercial & Advertising Photography and Multimedia (3 Credits)
Public Communications
Double-numbered with VIS 434
This course focuses on production of advanced commercial and advertising content for multimedia and print. It builds on skills learned in previous lighting courses, while emphasizing professional business practices and working with live talent.
Advisory recommendation Prereq: VIS 604 or VIS 624
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 639 Advanced Projects (1-3 Credits)
Public Communications
Double-numbered with VIS 439
Focuses on developing and collecting content for advanced photo and video/multimedia projects; emphasizes creativity, work ethic, personal intention and community-building skills in the service of becoming a better visual communicator. Additional work is required of graduate students.
Repeatable 3 times for 6 credits maximum
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

VIS 642 Professional Practices for Visual Communicators (3 Credits)
Public Communications
Double-numbered with VIS 442
Teaches skills necessary for forming and running a multimedia, design, video or photography business, including branding, budgeting, assessing costs, formulating profitable market strategies and marketing visual communications products. Emphasizes promotion in a new media environment. Additional work is required of graduate students.
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/); Scientific Inquiry and Research Skills (https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/)

VIS 643 The Art of Editing (1 Credit)
Public Communications
Double-numbered with VIS 443
This course examines how to best utilize editing tools and techniques to create compelling characters, great cinematic expressions, story arcs and complex moral landscapes-all applicable in fiction and nonfiction video and multimedia storytelling. Additional work required of graduate students.
Repeatable 3 times for 3 credits maximum
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Civic and Global Responsibility (https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

VIS 644 Advanced Light and Concept (3 Credits)
Public Communications
Double-numbered with VIS 444
This course explores mindful, creative, intentional use of lighting and camera approaches to solve photographic challenges and conceptual problems in the studio and on location. Additional work required of graduate students.
Advisory recommendation Prereq: VIS 604 or VIS 624

VIS 647 Motion Design (3 Credits)
Public Communications
Double-numbered with VIS 447
Teaches technology and strategies in motion graphics and how to build rich storytelling experiences for publication on multiple platforms. Students create multimedia productions using still imagery, video, audio and type. Additional work required of graduate students.
Advisory recommendation Prereq: VIS 607
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

VIS 657 User Interface and User Experience (UI/UX) Design (3 Credits)
Public Communications
Double-numbered with VIS 457
Students will utilize design thinking to create human-centered experiences and useable interfaces for web and mobile, including an interactive prototype for a UI/UX project package. Additional work is required of graduate students.
Advisory recommendation Prereq: VIS 607
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 667 Immersive Design (3 Credits)
Public Communications
Double-numbered with VIS 467
This advanced course teaches how to design and build immersive digital environments for the communications industry. Students explore best practices and theories, and develop the skills and vocabulary to design for mixed-realities using cutting edge technology. Additional work required for graduate students.
Advisory recommendation Prereq: VIS 647 or VIS 657
Shared Competencies: Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 669 Portfolio Review (0 Credits)
Public Communications
Teaches visual storytellers best practices in portfolio development and presentation methods. Students identify unique personal vision and then edit work to create a strong portfolio.
Advisory recommendation Prereq: VIS 603 OR VIS 604 OR VIS 605

VIS 670 Experience Credit (1-6 Credits)
Public Communications
Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.
Repeatable

VIS 689 Master's Projects (3 Credits)
Public Communications
Covers production and post-production of individual master's projects. Using previously acquired skills, students hone their project management skills to create distinguished work.

VIS 690 Independent Study (1-6 Credits)
Public Communications
Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.
Repeatable 6 times for 6 credits maximum

VIS 700 Selected Topics (1-6 Credits)
Public Communications
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.
Repeatable

VIS 997 Master's Theses (1-6 Credits)
Public Communications