VISUAL COMMUNICATIONS (VIS)

VIS 201 Introduction to Photography for Multimedia (3 Credits)
Public Communications

Explores basic creative principles including composition and lighting; provides technical instruction; develops workflow and post-production processes; and teaches basic editing principles-all in the context of communications photography and multimedia storytelling.

Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 207 Introduction to Graphic Design (3 Credits)
Public Communications

Teaches underlying principles of visual communications and the fundamental strategies, tools and practices of graphic design; emphasizes visual problem-solving, including conceptualization, typography, layout, image editing and production of print and digital communications.

Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 208 IIntroductory Graphics Laboratory (0 Credits)
Public Communications

Continuation of VIS 207. Students learn contemporary applications such as Photoshop, Illustrator and InDesign for print and web.

VIS 231 Visual Journalism (3 Credits)
Public Communications

Students will gain a real-world understanding of the building blocks of telling compelling visual stories in both video and still photography by learning foundational principles and skills for visual journalism.

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 237 Game Experience Design (3 Credits)
Public Communications

This course provides a platform for students to expand their design foundational skills through the creation of a game design system.

Prereq: VIS 207

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 251 Still Photography for Broadcast Journalism (1 Credit)
Public Communications

Teaches basics of still photography for broadcast journalism including composition and lighting. Provides technical instruction, develops workflow and post-production processes and teaches basic editing for broadcast journalism 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/); Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 261 Videography for Broadcast Journalism (2 Credits)
Public Communications

Teaches foundational principles and skills of videography and broadcast journalism.

Prereq: VIS 251 Corereq: BDJ 312

Shared Competencies: 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 280 International Course (1-12 Credits)
Public Communications

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the SU academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

VIS 300 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 301 Video and Photography (3 Credits)
Public Communications

This course advances students use of creative principles in lighting, composition and storytelling, and expands on technical skills in both video and photography.

Prereq: VIS 201

Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 304 Foundations in Camera, Light and Concept (3 Credits)
Public Communications

Double-numbered with VIS 604

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.

Prereq: VIS 301 or VIS 306

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 306 Image Post-Production (3 Credits)
Public Communications
This course will focus on effective image organization, color theory, image selection, editing, and photo compositing, as well as efficient workflows, proper metadata management, captioning, and archival methods.

VIS 317 Typographic Design (3 Credits)
Public Communications
Double-numbered with VIS 617
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.
Prereq: VIS 207
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 324 Light and Concept (3 Credits)
Public Communications
Double-numbered with VIS 624
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.
Prereq: VIS 301 or VIS 306
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 327 Type and Image Design (3 Credits)
Public Communications
Double-numbered with VIS 627
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.
Prereq: VIS 317
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 337 Motion Graphics for Production (3 Credits)
Public Communications
Utilizing the latest techniques in animation, editing and sound, students will have the opportunity to explore cutting-edge motion design strategies that enhance production value and audience response.
Prereq: VIS 207
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 361 Visual News Reporting (3 Credits)
Public Communications
Explore ways of telling compelling stories by utilizing various forms of digital media, combining audio, still images and motion to advance narratives beyond the printed page.
Prereq: COM 117 AND JNL 211
Shared Competencies: Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 380 International Course (1-12 Credits)
Public Communications
Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the SU academic department to assign the appropriate course level, title, and grade for the student's transcript.
Repeatable

VIS 400 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 402 Essentials for Visual Communicators (1 Credit)
Public Communications
Double-numbered with VIS 602
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 405 Photographic Storytelling (3 Credits)
Public Communications
Double-numbered with VIS 605
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.
Prereq: VIS 304 or VIS 324
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 423 Advanced Video Storytelling: How to be a Multimedia Rock Star (3 Credits)
Public Communications
Double-numbered with VIS 623
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.
Prereq: VIS 403 or CIN 303
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 425 Visual Editing and Project Development (3 Credits)
Public Communications
Double-numbered with VIS 625
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.
Prereq: VIS 405
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 434 Commercial & Advertising Photography and Multimedia (3 Credits)
Public Communications
Double-numbered with VIS 634
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.
Prereq: VIS 304 or VIS 324
Advisory recommendation Prereq: VIS 404
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

VIS 437 Design and World Building for Esports (3 Credits)
Public Communications
Students explore digital world creation, character animation, visual scripting, and asset creation to create a narrative focused game experience.
Prereq: VIS 337 or VIS 447
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 439 Advanced Projects (1-3 Credits)
Public Communications
Double-numbered with VIS 639
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 442 Professional Practices for Visual Communicators (3 Credits)
Public Communications
Double-numbered with VIS 642
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 443 The Art of Editing (1 Credit)
Public Communications
Double-numbered with VIS 643
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 444 Advanced Light and Concept (3 Credits)
Public Communications
Double-numbered with VIS 644
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.
Prereq: VIS 304 OR VIS 324

VIS 447 Motion Design (3 Credits)
Public Communications
Double-numbered with VIS 647
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.
Prereq: VIS 327
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 457 User Interface and User Experience (UI/UX) Design (3 Credits)
Public Communications
Double-numbered with VIS 657
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.
Prereq: VIS 327
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 467 Immersive Design (3 Credits)
Public Communications
Double-numbered with VIS 667
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.
Prereq: VIS 337 or VIS 447 and VIS 457
Shared Competencies: Information Literacy and Technological Agility (https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/)

VIS 469 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. Additional work required of graduate students.
Repeatable 6 times for 0 credits maximum
Prereq: CIN 303 or VIS 327 or VIS 403 or VIS 405

VIS 470 Experience Credit (1-6 Credits)
Public Communications
Repeatable

VIS 484 Commercial & Advertising Photo Capstone (3 Credits)
Public Communications
Students work individually and in collaboration to produce advanced still and multimedia commercial projects and develop portfolios that reflect their brand.
Prereq: VIS 434

VIS 485 Multimedia and Photojournalism Capstone (3 Credits)
Public Communications
Students work individually and in collaboration to produce advanced still and multimedia photojournalism projects and develop portfolios that reflect their brand.
Prereq: VIS 425

VIS 487 Graphic Design Capstone (3 Credits)
Public Communications
Students work individually and in collaboration to produce advanced graphic design projects and develop portfolios that reflect their brand.
Prereq: VIS 467
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 489 Photography and Multimedia Capstone (3 Credits)
Public Communications
Students work individually and in collaboration to produce advanced still and multimedia projects and develop portfolios that reflect their brand.
Prereq: VIS 425 or VIS 434
Shared Competencies: Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

VIS 490 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 1 times for 6 credits maximum

VIS 499 Honors Capstone Project (1-3 Credits)
Public Communications
Completion of an Honors Capstone Project under the supervision of a faculty member.

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/)