

MCM1401 : Aesthetics and Theory of Communications

In the Aesthetics and Theory of Communications course, students will consider the important role aesthetics plays in engaging and appealing to an audience. The course examines the theories of sight, sound, and motion as applied to the design of communication products for different media formats. Students will learn strategies for creative composition and will consider the psychological and physiological implications of images. The course also examines the differences in aesthetics across cultures and how these differences impact professional media projects.

Credits 4