

DEPARTMENT OF FINE ARTS
COURSE OUTLINE – Winter 2026

DD1103 (A3): Visual Communication – 3 (3-0-0) 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: David McGregor
OFFICE: C202
OFFICE HOURS:

PHONE:
E-MAIL: dmcgregor@nwpolytech.ca

CALENDAR DESCRIPTION: Visual Communication is designed for students to develop visual literacy and critical skills when responding to diverse forms of media. Taking an interdisciplinary approach, this course includes the study of cinema, photography, visual art, performance, print, as well as digital formats. Students engage in a series of written and oral assignments in response to diverse forms of mediated communication. Visual Communication is a foundational course to learn transferable skills required for both academic and professional settings. These skills include writing, ethical research, oral presentations, AI integration, as well as increasing competency in describing and discussing visual media.

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS: Reading and Viewing materials ongoing

DELIVERY MODE(S): Lecture

LEARNING OUTCOMES: By the end of this course students will be able to:

- Describe and discuss visual media through critical analysis, academic writing, and oral presentations.
- Identify basic formal choices across multiple forms of visual media and make connections to the content that they are relating.
- Demonstrate the ability to effectively use academic formatting and citations in essay writing.
- Understand the basics of the ethical integration of Artificial Intelligence into research methods.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferralberta.alberta.ca>.

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS: Detailed guidelines for each project with mark breakdowns and evaluation criteria will be reviewed during class.

Project	Value
Reading Responses	15%
Oral Presentation	10%
In-Class Exercises and Assignments	25%
Attendance/Participation	15%
Final Exam	15%
Research Essay	20%

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100		C+	2.3	67-69
A	4.0	85-94		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE: Instructor specific.

STUDENT RESPONSIBILITIES:

- Students are expected to be on time and remain for the duration of each class. Leaving early or consistently taking long breaks will affect your participation grade.
- Discussion is a critical part of this course as well as a critical part of your participation grades. Students are expected to engage in discussion to the best of their ability.
- Students are responsible for checking their email as well as adhering to specified due dates of assignments.
- Frequent use of cellphones or talking while others are speaking will affect your participation grade and may result in students being asked to leave if their behavior is negatively affecting the studio environment.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

****Note:** all Academic and Administrative policies are available on the same page.