



HANYANG UNIVERSITY

2018 HISS Syllabus

[Understanding a Visual Language in Media]

Professor: **Changhee Chun**
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Home Univ.: **Ithaca College**
Dept.: **Media Arts, Sciences, and Studies**

Description: **In this class, we will examine different visual languages using significant films and other media representative of important historic and contemporary ideas and movements. Screenings and readings guide discussions and analysis geared toward providing familiarity with a broad range of visual language and styles and connecting them to larger questions of culture production and artistic expression.**

Objective: **On completion of this course, students will understand basic film terminology and visual language and will be able to critically analyze the meaning of a visual sequence; students will understand film and other media as a whole, based on its basic components and cultural background. In addition, through comparing visual languages in various media, students will be able to examine and explore different production approaches. From this analysis, students will have opportunities to develop their own visual language as effective communicators. Finally, this course will provide students with the ability to break down sequences in films and other media and analyze them in a manner that extends beyond pure entertainment.**

- 1. To develop critical and analytical skills in viewing and evaluating films and other media.**
- 2. To examine and understand how visual works stimulate our emotions, influence our thoughts, and even guide our actions and beliefs.**
- 3. To perceive and understand the visual works and articulate this perception and understanding.**
- 4. To better understand another culture and production methods through the study of international film and media and comparison of different media.**
- 5. To explore and experiment with narrative construction both in visual strategies and shot-to-shot relations.**
- 6. To become well versed in conventional and alternative techniques of storytelling through readings, discussion and screenings of significant films and other media.**

Preparations: **READINGING:**
I'll email you the course reader: Understanding a Visual Language in Film and other Media

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Study Guide

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| Schedule: | Week 1 | <ul style="list-style-type: none"> • Visual Language Overview • Media Analysis Guide • Media Narrative and Storytelling • Visual Language: Shots, Angles, Camera Movement, Composition & Lens • Visual Language in the Classic Hollywood Film • Screening and Discussion: <i>Casablanca (1942)</i> • Visual Language: Visualization & Ways of Looking • Shot Lists and Storyboards / Vectors • Scene Analysis and Discussion: <i>Casablanca</i> • Film Noir / Lights and Shadow |
| | Week 2 | <ul style="list-style-type: none"> • Visual Language in Contemporary Asian Cinema • Screening and Discussion: <i>Chungking Express (1994)</i> • “Brick Wall” Assignment Presentation and Discussion • Visual Language: Major Cinematic Techniques Overview • Film Style • Visual Language in European Cinema • Screening and Discussion: <i>Nostalgia (1983)</i> • Visual Language: Editing • Visual Rhythm / Cinematic Image • Scene Analysis: Nostalgia • Auteur Theory |
| | Week 3 | <ul style="list-style-type: none"> • Visual Language in Nonfiction • Screening and Discussion: <i>Honoring Home (2013)</i> • Visual Language Comparison: Fiction vs. Nonfiction • Visual Language in Music Video • Screening and Discussion: Music Videos by Chris Cunningham, Spike Jonze, etc. • Visual Language in Commercial and Game • Visual Language and Sound |
| | Week 4 | <ul style="list-style-type: none"> • Creating a Short Story through Still Pictures and Presentation • Visual Language Comparison in Different Media • Developing a Creative Visual Language • The Course Review and Reflection • Final Exam |

| Evaluation: | Quiz (%) | Final (%) | Analysis Paper (%) | Creative Assignments (%) | Participation (%) | Final presentation (%) |
|-------------|----------|-----------|--------------------|--------------------------|-------------------|------------------------|
| | 15 | 20 | 20 | 10 | 10 | 25 |