

IBH 4AA3

Leadership: fostering effective communication through visual literacy

Syllabus (still under revision)

Week 1: Introduction. Theme 1: Visual communication between humans

Sept. 5: Lecture room: theory, discussion, starting a catalogue of questions for field research

Sept. 6: Tutorial: reflection on biases that generate expectation of answers to catalogue of questions

Sept. 7: continuation of theme and preparation of field research

Week 2: Theme 1 continues

Sept. 12: Lecture room: getting ready to go out. Field research: in groups of 3 students, make & record observations according to catalogue of questions

Sept. 13: Tutorial: reflection on divergence between expectations and results

Sept. 14: Lecture room: Oral reports of field research results.

Homework assignment 1: Reflection on Self-(re-)presentation in public versus on social media: 'natural' / spontaneous versus staged expressions with discussion of the aims of such messages

Week 3: Theme 2: Where people work together

Sept. 19: Lecture room: theory & discussion (Office buildings and office spaces, Zoom room, and individual comfort)

Sept. 20: Tutorial: the role of names on (campus and other) buildings – who are / were these individuals?

Sept. 21: Reflection: which sort of office space is appropriate for its function, its looks, and the well-being of its users?

Week 4: Theme 3: Professional clothing

Sept. 26: Lecture on professional clothing, including uniforms and their messages, and on clothing in ads

Sept. 27: Discussion of professional and unprofessional clothing in different work environments

Homework assignment 1 due at 11:59pm

Sept. 28: Reflection on Self-advertising: how do I present myself visually when seeking a job? ('professional look'?) What are the differences between 'dressing up' and 'wearing a costume'?

Week 5: Theme 4: Marketing

Oct. 3: Lecture room: Recapitulation of 2nd-year learning about Marketing. Lecture about the visual element in Marketing

Oct. 4: Tutorial: Identify McMaster's visual marketing strategies online, through printed materials, and on campus (perhaps also abroad, if information can be obtained) – what forms are used? (e. g. website design with signature colours and shapes; physical banners, posters, brochures, etc.)

Oct. 5: Lecture room: Make research plans to analyze and evaluate McMaster's visual marketing strategies

Homework assignment 2: Perform a section of this research and write a report on analysis and evaluation

Week 6: Fall Recess

Week 7: Theme 5: The physical McMaster Campus

Oct. 17: Lecture: Campus layout. Building styles on campus, their chronology, their references to models

Oct. 18: Tutorial: Reflection on orientation on campus – how do I find my classrooms, library, cafeteria? Do I use GPS?

Oct. 19: Field research: In groups of 3 students, study plans of buildings for all building floors. Find out where offices, classrooms, and other functional spaces are located (walking around may help)

Week 8: (theme 5 continues)

Oct. 24: Field research of Oct. 19 continues: how many individuals share which spaces?

Oct. 25: Discussion of field research results by whole class

Oct. 26: Based on research results, how can the hierarchy of spaces be described?

In the afternoon of Oct. 26, one group of student 'delegates' will attend a special Marketing session with Prof. Ling & IBH 2AA3

Week 9: Theme 6: The role of and connection to nature at the McMaster Campus

Oct. 30: second written homework due

Oct. 31: Lecture room: Discussion: Where do you encounter nature on or around campus, and do you benefit from it? Then: Lecture on research on 'nature' in office spaces and its benefits

Nov. 1: Tutorial: Reflection on private nature-seeking: Do you have house plants? A garden? Do you go on walks in the park or on nature hikes? How does any (or all) of this improve / enhance your well-being, and why?

Nov. 2: Class visit on campus to the Indigenous Circle (in Mohawk: Karahakon Kateweienstha [Learning in the Forest]; in Ojibway: Nibwaajkaawin Teg [Place of Wisdom]). Reading and discussion of explanation on McMaster website

Week 10: Theme 7: Art on campus.

Nov. 7: Field research in 4 groups: 1) MMA, 2) Art Studio, 3) scattered sculptures in the round, 4) scattered reliefs, mosaics and paintings

Nov. 8: Gathering of field research results from Nov. 7, analyzing their intended messages

Nov. 9: Lecture room: Discussion: which ones of these works of art set in motion a long-term thinking process?

Week 11: Theme 8: Art as collectible, commodity, and element of Branding

Nov. 14: Lecture

Nov. 15: Tutorial

Nov. 16: class discussion of NFTs

Week 12: Theme 9: Leadership with visual literacy

Nov. 21: Lecture and class discussion: How will visual literacy help you recognize and understand mechanisms of leadership?

Nov. 22: Tutorial: Students' self-assessment of visual literacy skills

Nov. 23: Discussion: How can the learning from Themes 1-3 enhance your visual identification as a leader?

Week 13: Theme 10: Creativity

Nov. 28: Lecture on creativity

Nov. 29: Creative tutorial

Nov. 30: Discussion: How can a leader contribute to establishing an environment that provides creative freedom?

Week 14: Summaries

Dec. 4: *third written homework due*

Dec. 5: Lecture: summary

Dec. 6: Tutorial: summary

Evaluation scheme (% towards final mark):

Sept. 27: first written homework due, *in point format*: Reflection on Self-(re-)presentation in public versus on social media: 'natural' / spontaneous versus staged expressions with discussion of the aims of such messages **15 %**

Oct. 30: second written homework due, *in reporting style*:

Report on analysis and evaluation of a section of McMaster's visual marketing strategies **20 %**

Dec. 4: third written homework (= final essay) due, *in essay style*: Will take Weeks 1-10 (= Themes 1-7) into account

25 %

Oral participation in lectures and tutorials

40 %

100 %

