



Indian Institute of Management Indore

INTEGRATED PROGRAMME IN MANAGEMENT (IPM)
TERM: VI

TITLE OF THE COURSE: VISUAL ANALYSIS
CREDITS: 4

COURSE DESCRIPTION

Management studies are increasingly recognizing the role of visual images and text-image interactions in the workplace, for corporate identity and in everyday consumption activities. This course will introduce you to the wider field of semiotics and to the specific applications of visual semiotics, an exploration of how visual signs engender meaning. The course uses a wide range of visual examples from the domains of film, painting, poetry, advertising and corporate branding to increase visual literacy and would result in an awareness of how the visual mode works in and around us.

COURSE OBJECTIVES

- 1) To introduce the participants to theoretical approaches to the visual
- 2) To enable an understanding of visual units of analysis
- 3) To apply the above to visual media texts and strategic visual communication
