

# INTRODUCTION TO VISUAL COMMUNICATION CDM 1300 JAC 215

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Office 2010D TARBLE ARENA 2nd FLOOR

## COURSE INFORMATION

Section 2 T/TH 8:00 - 9:40

Section 3 T/TH 9:50 - 11:30

Office Hours : please schedule a meeting

## COURSE DESCRIPTION

This course is an introduction to the practice of observing and understanding, (“reading”) our surrounding visual landscape, based on principles that relate to a variety of visual media, from art and film to advertising and commercials. Students will be presented strategies for critical observation and analysis of static, dynamic, and interactive visual information. They will be required to demonstrate their understanding of those strategies through hands-on exercises and projects, writing and quizzes. The course will address the area of visual literacy as a basic system for learning, recognizing, making and understanding visual messages that are negotiable by all people, not just those specially trained.

## STUDENT LEARNING OUTCOMES

1. Student is able to execute, discuss and analyze effective visual communication solutions based on the visual communications principles and techniques covered in class and in the readings.
2. Student is able to use new terminology related to concepts and principles.
3. Student demonstrates understanding via proficiency in the use of basic principles governing symbolic, representational and abstract visual composition.
4. Student demonstrates understanding via proficiency in the use of basic principles of storytelling and visual narrative forms.
5. Student demonstrates understanding via proficiency in the use of image editing and drawing software (Adobe Illustrator and Photoshop) at a basic level for the creation and manipulation of images and visual messages.

## GRADING

*Numerical score & grades. Final grade will be based on percentages of the total points:*

A+ 97-100	B+ 87-89	C+ 77-79	D+ 67-69
A 94-96	B 83-86	C 73-76	D 63-66
A- 90-93	B- 80-82	C- 70-72	D- 60-62

## ANALYSIS

Component	%	Pts	Details
Exercises, Quizzes,	40%	400	Exercises 8 x 30pt = 240pt Quizzes 8 x 20 pt = 160pt
e-portfolio	15%	150	eport Home Page = 50pt eport Resume = 50pt eport samples & as a whole = 50pt
Project 1	10%	100	<b>Square Emotions Project</b>
Project 2	10%	100	<b>Day in the Life Photo Scavenger Hunt</b>
Project 3	10%	100	<b>My Font Project</b>
Project 4	15%	150	<b>Final Project</b>
<b>TOTAL points</b>		<b>1000</b>	

See individual project assignment sheets for due dates and evaluation criteria.

## CONSIDERATIONS FOR CREATIVE PROJECT EVALUATION

Projects evaluations will include (but are not limited to) the following:

- ***Creative Process (thumbnails)***
- ***Concept & Cohesiveness***
- ***Sequencing & Organization***
- ***Execution & Technique***
- ***Attention to Detail***
- ***Effective Communication Through Media***

*Low resolution images or projects submitted in incorrect file type will receive a lower grade*

## READING

**Reading is required for this course. Students are expected to read their texts in advance of the lecture.** (see course schedule for a chapter schedule).

## LECTURES & DISCUSSION

**This is a demonstration, presentation, and project-based class. Participation is expected and required, and will greatly enhance students' learning experience.** Presentations, as well as software exercises, are used to support class topics and discussion. Courtesy in discussion is required of all students. *A note about our classroom: While it's important to openly investigate, discuss and understand the world around us, any statements or actions that support or promote racist, sexist, homophobic or xenophobic (etc) sentiments will not be tolerated.*

## **SUBMITTING ASSIGNMENTS & PREPARING YOUR WORK**

**Assignment details and due dates will be given on each assignment handout and will be communicated.** Preparation for projects in this course typically includes research, sketching, and file preparation of assignments to be submitted on assignment due dates. Specifications for each assignment will be handed out in class and discussed during class time. Demonstrations and samples will be given in class.

**ADOBE LAB TIME** A Chance to ask questions and ask for special demonstrations. [Students who do not complete their work during lab times should work in the Hedberg Library Mac Lab outside of class time. JAC 215 MAC Lab is also available for students to work during scheduled hours. The list of hours is normally posted on JAC 215 door.](#)

**LATE ASSIGNMENTS.** [Assignments/exercises/quizzes are due on the due date. To be fair to all students, there is only ONE deadline. Anything that comes in past the due date/time is considered late. If the project is accepted it will have a 10% point penalty for up to 48 hours late, and a 20% penalty anything after. QUIZZES MUST BE TAKEN ON THE DATE GIVEN.](#)

**OVERALL TIPS FOR SUCCESS. PARTICIPATION. DO NOT FALL BEHIND.** is extremely important to the success of each student. Additionally, being attentive, **taking notes** on presentations, **reviewing your notes**, **asking questions**, following class **software demonstrations**, **project revisions**, and **meeting assignment deadlines** are effective ways to ensure the best possible grade outcome. [Be sure to read carefully when following assignment specifications.](#)

## **HOW TO CONTACT YOUR PROFESSOR**

[Conversations during class/lab time are the most effective way of getting questions answered.](#) If you are going to miss class for any reason, notifying the Professor via email will suffice. Texting the number provided on the syllabus is also acceptable. **Questions via email may also be addressed. Questions/concerns by phone should be limited to urgent needs only.** Because I am an adjunct professor, there are no scheduled office hours. But I am able to schedule a meeting with you in my office 2010D Tarble Arena 2nd floor.

## **ACADEMIC HONESTY. Don't Plagiarize. Just don't.**

Plagiarism is the act of appropriating someone else's work and passing it off as your own. If you write or present something in class, be sure to write your own words and your own research in your own voice. If you quote someone, give them credit. Use quotes. Use block quotes. Use citations. Just don't hand in something that you did not write. The consequences of plagiarism in our class will result in failure of the assignment, leading to failure of the course. If you need help writing, be sure to make an appointment to get support from the Writing Center in Hedberg Library. It's not just for help structuring and writing—it can be helpful to get someone to read and proof your work as well!

Please refer to the assignment sheets for each project. There are some opportunities to create original work using unoriginal elements—but for the most part, each assignment requires that students generate their own visual content. Images labeled “for reuse with modification” are usable in some projects. You must also include a “Works Cited” page as part of your work.

Carthage has strict regulations regarding plagiarism in written work. You are responsible for reading and understanding Carthage’s Student Honor Pledge.

([www.Carthage.edu/campus-life/code/academic-concerns/](http://www.Carthage.edu/campus-life/code/academic-concerns/)) If you plagiarize I will report you to the provost office and it will go on your permanent record. You may also be cited for issues in academic honesty for cheating on a quiz, unauthorized cooperative work, false citation, or multiple submissions.

### **ACCOMMODATIONS**

*Carthage College strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers due to your disability (including mental health, learning disorders, and chronic medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, you also need to register with Diane Schowalter in Learning Accessibility Services ([dschowalter1@carthage.edu](mailto:dschowalter1@carthage.edu)).*

### **REQUIRED TEXT**

***Visual Communication Images with Messages, 8th Edition,  
by Martin Paul Lester***

### **SOFTWARE USED**

Adobe Suite Student Edition

Google Slides

### **REQUIRED MATERIALS**

- Paper, Pencils, Markers
- Digital Camera (or phone with a camera, does not have to be purchased)
- **Storage Device (flash drive, etc) BRING TO EVERY CLASS**

***Due to the ongoing pandemic, Carthage College has adopted a policy requiring masks to be worn by all individuals in all campus buildings. Masks must be worn at all times in the classroom, laboratory, studio spaces, hallways, bathrooms, and during in-person meetings. The face-covering must conform to CDC guidelines and must cover both the nose and mouth at all times. Note that bandanas, neck gaiters, and masks with exhalation or external valves are not acceptable and are not sufficient for the protection of others or yourself. Acceptable masks tie behind the head or loop behind the ears, fit snugly over the nose and chin, and can include cloth masks, medical/surgical masks, and N95s or KN95s. Eating and/or drinking are prohibited while in the classroom (because those activities interfere with consistent mask-wearing).***

## **CLASS SCHEDULE CDM 1300 - Malczewski (subject to change)**

### **WEEK 1 - 2.3**

TH IN CLASS - syllabus/schoolology and complete the About You exercise  
ASSIGNED - read chp 1 & 16  
DUE - nothing

### **WEEK 2 - 2.8 & 10**

T IN CLASS - chp 1 & 16 presentation, exercise Adobe Illustrator Basics  
ASSIGNED - ID exercise, study for chp 1 & 16 quiz  
DUE - Adobe Illustrator Basics

TH IN CLASS - chp 1 & 16 quiz, present ID exercise  
ASSIGNED - read chp 2 & 8  
DUE - ID exercise

### **WEEK 3 - 2.15 & 17**

T IN CLASS - chp 2 & 8 presentation, Square emotions project example  
ASSIGNED - study for chp 2 & 8 quiz, project #1 Square Emotions  
DUE - Illustrator Exercise

TH IN CLASS - chp 2 & 8 quiz, PROJECT LAB TIME  
ASSIGNED - read chp 3  
DUE - part 1 Square EMOTIONS (end of class)

### **WEEK 4 - 2.22 & 24**

T IN CLASS - PROJECT LAB TIME  
ASSIGNED - nothing  
DUE - nothing

TH IN CLASS - Adobe exercise, PROJECT LAB TIME  
ASSIGNED -  
DUE - part 2 Square Emotions (end of class)

### **WEEK 5 - 3.1 & 3**

T IN CLASS - chp 3 presentation, PROJECT LAB TIME  
ASSIGNED - read chp 4 & 11, study for chp 3 quiz  
DUE - part 3 Square Emotions (end of class)

TH IN CLASS - chp 3 quiz, CHP 4 & 11 presentation, Project DIL PHOTO example  
ASSIGNED - Project DIL PHOTO, study for chp 4 & 11 quiz  
DUE - nothing

### **WEEK 6 - 3.8 & 10**

T IN CLASS - chp 4 & 11 quiz, photoshop exercise, PROJECT LAB TIME  
ASSIGNED - read chp 5 & 6  
DUE - nothing

TH IN CLASS - chp 5 & 6 presentation, exercise chp 5, PROJECT LAB TIME  
ASSIGNED - nothing  
DUE - nothing

**WEEK 3.14 - 18 SPRINGBREAK**

**WEEK 7 3.22 & 24**

- T IN CLASS - eportfolio example, PROJECT LAB TIME  
ASSIGNED - eportfolio part 1 & 2, study for chp 5 & 6 quiz  
DUE - nothing
- TH IN CLASS - quiz chp 5 & 6, PROJECT LAB TIME  
ASSIGNED - nothing  
DUE - nothing

**WEEK 8 - 3.29 & 31**

- T IN CLASS - PROJECT LAB TIME  
ASSIGNED - nothing  
DUE - DIL PHOTO (end of class)
- TH IN CLASS - PROJECT LAB TIME  
ASSIGNED - read chp 7  
DUE - EPORT DUE (end of class)

**WEEK 9 4.5 & 7**

- T IN CLASS - chp 7 presentation, exercise chp 7 typography  
ASSIGNED - study for chp 7 quiz  
DUE - nothing

**WEEK 10 4.12 & 14**

- T IN CLASS - chp 7 quiz, catch up PROJECT LAB TIME
- TH IN CLASS - project #3 My font example  
ASSIGNED - project #3 My font  
DUE - nothing

**WEEK 11 - 4.19 & 21**

- T IN CLASS - PROJECT LAB TIME  
ASSIGNED - read chp 9 & 10  
DUE - nothing
- TH IN CLASS - chp 9 & 10 presentation, PROJECT LAB TIME  
ASSIGNED - study for chp 9 & 10  
DUE - nothing

**WEEK 12 - 4.26 & 28**

- T IN CLASS - quiz chp 9 & 10, PROJECT LAB TIME  
ASSIGNED - nothing  
DUE - nothing
- TH IN CLASS - PROJECT LAB TIME  
ASSIGNED - read chp 12, 14, & 15  
DUE - project #3 My font (end of class)

**WEEK 13 - 5.3 & 5**

- T IN CLASS - chp 12, 14, & 15 presentation, exercise chp 12, 14, & 15, eportfolio gallery sample  
ASSIGNED - study for chp 12, 14, & 15 quiz, eportfolio gallery  
DUE - nothing
- TH IN CLASS - quiz chp 12, 14, & 15, project #4 final sample, PROJECT LAB TIME  
ASSIGNED - project #4 final sample  
DUE - nothing

**WEEK 14 - 5.10 & 12**

- T IN CLASS - PROJECT LAB TIME  
ASSIGNED - nothing  
DUE - nothing
- TH IN CLASS - PROJECT LAB TIME  
ASSIGNED - nothing  
DUE - nothing

**WEEK 15**

**Tuesday, May 17 TR 9:50-11:30am class FINAL DUE @ 12:30pm**

**Friday, May 18 TR 8:00- 9:40am class FINAL DUE @ 10:00 am**

**FINAL PROJECT SUBMITTED ONLY, NOT MEETING IN JAC 215 FOR FINAL;  
YOU MAY SUBMIT BEFORE DUE DATE**