# INTRODUCTION TO VISUAL COMMUNICATION CDM 1300 JAC 215

**Amy E. Malczewski,**
**Adjunct Professor**
Email: amalczewski1@carthage.edu
Cell: 262-488-8240
Office: Aspire Center LH 4th floor

**COURSE INFORMATION**
Section 2 T/TH 9:50 - 11:30
Section 3 T/TH 12:30 - 2:10
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 file 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<br>Quizzes 8 x 20 pt = 160pt |
| **e-portfolio** | **15%** | **150** | eport Home Page = 50pt<br>eport Resume = 50pt<br>eport samples & as a whole = 50pt |
| **Project 1** | **10%** | **100** | **Square Emotions Project** |
| **Project 2** | **10%** | **100** | **Day in the Life Photo Scavenger Hunt** |
| **Project 3** | **10%** | **100** | **My Font Project** |
| **Project 4** | **15%** | **150** | **Final Project** |
| **TOTAL points** | | **1000** | |

*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 & QUIZZES.** 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.**

**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 LH Aspire center.

**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/acedmic-concerns/](www.Carthage.edu/campus-life/code/acedmic-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 we can discuss options privately. To establish reasonable accommodations, you must register with Diane Schowalter in Learning Accessibility Services (*dschowalter1@carthage.edu*).*

## CDM DIGITAL ETIQUETTE POLICY

In order to facilitate the learning of all students in the classroom, the CDM faculty expects common courtesy and minimization of distractions are during all sessions. Your professor will make their individual expectations clear regarding common courtesy. The following policy, however, will be applied by all CDM faculty:

- Cell phone use should be limited to what is needed in class.
- In classrooms/labs where students are working at computer stations or are utilizing laptops for class presentations, students are expected to focus their attention on the discussion or project at hand, and will not use the computers for personal/social purposes during class time.

CDM faculty reserve the right to enforce this policy as they see fit, including (but not limited to) taking violations into account when assigning grades.

## HEALTH & COUNSELING CENTER (HCC)

addresses students' physical, mental, and emotional well-being. All services provided by experienced and licensed professionals are free and confidential to currently enrolled, full-time undergraduate students. Students must call or visit the HCC to schedule an appointment. Walk-in appointments are available for health services. Counseling walk-in sessions are available Monday through Friday from 11:30 a.m. to 1 p.m., last appointment begins around

12:30 p.m., first-come first-seen. **TARC 2240 (moving to the first floor of the TWC in mid-fall 2022) | 262-551-5710 | [Website](#)  | Mon-Fri 8:30 a.m. to 1 p.m. and 2 to 4 p.m.**

If you are looking for other helpful mental health resources off-campus, here are some:
**Off-campus**

| | |
|---|---|
| •Women and Children's Horizons<br>(All genders welcome!)<br>–24-hour hotline: 262-652-9900<br>•National suicide prevention lifeline<br>–1-800-273-8255<br>•Crisis text line<br>–text HOME to 741741<br>•Crisis text line for students of color<br>–Text steve to 741741<br>Trevor lifeline (lgbtq+)<br>–1-866-488-7386 | •National domestic violence helpline<br>–1-800-799-7233 or text LOVEIS to 22522<br>•Kenosha 24-hour crisis hotline<br>–262-657-7188<br>•National suicide hotline<br>–988<br>•National suicide and crisis hotline –<br>samhsa.gov (Substance Abuse and Mental Health Services Administration) |

**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**

*Students or faculty who test positive for COVID are asked to isolate themselves for five days and wear a mask for five days after that. Those who experience a close contact with someone who has a confirmed case of COVID are asked to wear a mask for five days following and test on the fifth day.*

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

**WEEK 1 - 9.8**

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

**WEEK 2 - 9.13 & 15**

> 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 - 9.20 & 22**

> 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 - 9.27 & 29**

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

> TH    NO CLASS

**WEEK 5 - 10.4 & 6**

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

> TH    IN CLASS - chp 3 presentation, PROJECT LAB TIME
> ASSIGNED - read chp 4 & 11, study for chp 3 quiz
> DUE - nothing

**WEEK 6 - 10.11 & 13**

> T    IN CLASS - chp 3 quiz, CHP 4 & 11 presentation, Project DIL PHOTO example
> ASSIGNED - Project DIL PHOTO, study for chp 4 & 11 quiz
> DUE - part 3 Square Emotions (end of class)

> TH    IN CLASS - chp 4 & 11 quiz, photoshop exercise, PROJECT LAB TIME
> ASSIGNED - read chp 5 & 6
> DUE - in-class photoshop exercise

**WEEK 10.18 & 20**

    T      IN CLASS - chp 5 & 6 presentation, exercise chp 5, PROJECT LAB TIME
           ASSIGNED - need headshot for website (does not need to be professional)
           DUE - nothing

    TH    IN CLASS - eportfolio example, PROJECT LAB TIME
           ASSIGNED - eportfolio part 2 Resume pdf, study for chp 5 & 6 quiz
           DUE - in-class eportfolio part 1

**WEEK 7 10.25 & 27**

    **T**      **NO CLASS (FALL BREAK)**

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

**WEEK 8 - 11.1 & 3**

    T      IN CLASS - PROJECT LAB TIME for RESUME eportfolio 2
           ASSIGNED - nothing
           DUE - DIL PHOTO (beginning of class) & Resume pdf (end of class)

    TH    IN CLASS - PROJECT LAB TIME for eportfolio 2
           ASSIGNED - read chp 7
           DUE - EPORT link DUE (end of class)

**WEEK 9 11.8 & 10**

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

    TH    IN CLASS - chp 7 quiz, catch up PROJECT LAB TIME

**WEEK 10 11.15 & 17**

    T      IN CLASS - project #3 My font example
           ASSIGNED - project #3 My font
           DUE - nothing

    TH    IN CLASS - PROJECT LAB TIME
           ASSIGNED - read chp 9 & 10
           DUE - nothing

**WEEK 11 - 11.22 & 24**

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

    **TH**    **NO CLASS THANKSGIVING BREAK**

**WEEK 12 - 11.29 & 12.1**

       T        IN CLASS - quiz chp 9 & 10, PROJECT LAB TIME
               ASSIGNED -  read chp 12, 14, & 15
               DUE - nothing

       TH     IN CLASS -  chp 12, 14, & 15 presentation and PROJECT LAB TIME
               ASSIGNED - study for chp 12, 14, & 15 quiz, in-class exercise, eportfolio part 3/final sample
               DUE - project #3 My font (beginning of class)

**WEEK 13 - 12.6 & 12.8**

       T        IN CLASS -, quiz chp 12, 14, & 15, FINAL PROJECT LAB TIME
               ASSIGNED - nothing
               DUE - nothing

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

**WEEK 14 - 12.13 & 15 FINALS**

       **T**       **FINAL PROJECT LAB TIME for T/TH 9:50am class 10:30 - 12:30am**
               **DUE - FINAL (end of class)**

       **TH**     **FINAL PROJECT LAB TIME for T/TH 12:30 pm class 1-3pm**
               **DUE - FINAL (end of class)**

**YOU MAY SUBMIT BEFORE DUE DATE**