

COM 240

Intro to Visual Communication

Fall 2019

Tuesday/Thursday
Sec 2 11:00 – 12:15
Sec 3 12:35 – 1:50
Fell 52

Course Catalog Description Introduction to the history, theory, and practice of visual communication including perception, visual literacy, and media design for multiple distribution channels.

Which means No matter what communications-related profession you find yourself in, a solid understanding of visual communication will be of great benefit. We exist in a very media saturated. As professional communicators, it is vital to develop not just the technical design and software skills, but also the theoretical and ethical dimensions about the power of visuals. This course is designed to foster critical awareness of visuals and the context in which these are presented, be it pictures, graphics, moving images, text, and in any combination. We'll focus on theoretical and hands-on techniques to produce visuals. The course will prepare you to be visually literate as both creators of images and as individuals who are constantly consuming images.

Course Objectives

- ⇒ to become more visually literate; the ability to “read” or analyze visual media by recognizing contexts of production and interpretation as well as the ability to create visual media
- ⇒ recognize and apply principles of design and typography
- ⇒ learn and practice software skills
- ⇒ evaluate ethical issues arising from the use of visuals

Course Breakdown

Evaluation

Type Exercise	50 pts
Create: Semiotics Cards	100 pts
Critique: Design	100 pts
Inform Project	100 pts
Story: Infographic Project	100 pts
Final Portfolio	50 pts

Scale

A: 90.00 – 100%
B: 80.00 – 89.99%
C: 70.00 – 79.99%
D: 60.00 – 69.99%
F: 59% and below
<< No rounding >>

Details about assignments and projects will be discussed in class and posted in Reggienet → Assignments.

Participation Rubric

Note there is no participation grade in the evaluation breakdown. At minimum, I expect: regular and on time attendance, evidence of preparation by completing readings/homework AND you are mentally present and focused. I will take attendance through informal and formal ways in the first 10 weeks. Failure to attend class during those 10 weeks + on project set-up/peer review days will negatively impact your work. More than 3 unexcused absences and/or consistent late arrivals, inappropriate chatter, and repeated use of your phone, web browsing, messaging, and working on non-240 projects while in class will bar you from earning points on the final portfolio, which is a 10% grade reduction.

Assignment/Project Rubric

For ‘B’ level work across all assignments and projects, I expect that you:

- 1) Complete all the requirements, including proper file names
- 2) Demonstrate awareness of specific course concepts by including direct citations to course readings, lecture, and/or external material
- 3) Use your own unique perspective to complete the assignment
- 4) Submit a self-assessment statement

Instructor

Dr. Lauren Bratslavsky
lbratsl@ilstu.edu
Office Hours in Fell 457
Tues/Thurs, 10 to 11 am + by appointment

Instructional Materials

- » A USB drive/portable / cloud storage
- » Required Textbook:
White Space is Not Your Enemy, 3rd ed. (available through Milner Library)
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White Space is Not Your Enemy, 3rd ed.

Schedule

Readings + Homework are to be done by class time on the day listed.

Books: *WSINYE* = White Space is Not Your Enemy 3rd edition, *NDDB* = Non-Designers Design Handbook, 4th Edition

Schedule subject to change; check Announcements on Reggienet (RN)

			Topic	Read / To do
1	T	8.20	Intro	
	Th	8.22	Visual Literacy	Visualnotes.pdf, DesignExp.pdf Homework: visual notes
2	T	8.27	Visual Literacy	MultipleIntelligences.pdf Homework: visual notes + a digital file of poster/art
	Th	8.29	Visual Elements	<i>WSINYE</i> Ch1 + elements.pdf
3	T	9.3	Typography	<i>WSINYE</i> Ch 7 + Typography.pdf <i>NDDB</i> Ch 9 & 11 (on Reggienet as PDF)
	Th	9.5	Typography	DUE Type Exercise
4	T	9.10	Type/Design	Lupton, <i>Thinking with Type</i> http://thinkingwithtype.com/
	Th	9.12	Color and Grid	<i>WSINYE</i> Ch8 + Color.pdf
5	T	9.17	Semiotics	Semiotics.pdf Homework: visual notes
	Th	9.19	Semiotics	Homework: brainstorm list
6	T	9.24	Design Principles	<i>WSINYE</i> Ch 4-5 <i>NDDB</i> Ch 1-4 (recommended) Homework visual notes
	Th	9.26	Design Principles	DUE Semiotics Flash Cards – turn in on RN
7	T	10.1	Design Principles	Design_composition.pdf
	Th	10.3	Design Principles	TBD
8	T	10.8	Ethics	visual_ethics.pdf + links (RN)
	Th	10.10	Ethics	DUE Design Critique – turn in hard copy before class + upload to RN
9	T	10.15	Sequential/Moving Images	<i>WSINYE</i> Ch 11 + Comics.pdf
	Th	10.17	Web Design	<i>WSINYE</i> Ch 13
10	T	10.22	Inform Project: Set-Up	DesignProcess.pdf
	Th	10.24	Inform Project	Homework: sketches
11	T	10.29	Inform Project	DRAFT due for PEER REVIEW by 10 AM Must be present in-class to do the peer review
	Th	10.31	Inform Project	DUE Inform Project by 5pm on RN
12	T	11.5	Infographic : Set-Up	<i>WSINYE</i> Ch 10 + InfoDesign.pdf
	Th	11.7	Infographic	DUE Infographic – Research+Dev Stage

13	T	11.12	Infographic	
	Th	11.14	Infographic:	
14	T	11.19	Infographic	DRAFT due for PEER REVIEW by 10 AM Must be present in-class to do the peer review
	Th	11.21	Infographic	DUE Infographic by 5 pm on RN
		11.26- 11.28	THANKSGIVING	
15	T	12.3	Work on final portfolio	
	Th	12.5	Work on final portfolio	
		Portfolio due finals week		

Policies

Emails: Please include the following in the subject line: COM240 + SEC # + Brief Descriptor

Please be respectful/professional in your communication and I will do the same. This means beginning your email with “Hi Dr. B” or “Hello Professor” or some sort of similar professional salutation.

I will do my best to respond within 24 hours on the weekdays.

Attendance and Absences: Regular attendance is expected. Attendance means (a) showing up to class on time, (b) preparing for that day’s class by reading/viewing the assigned materials, and (c) ready to participate in class by asking questions, engaging in discussion, and completing lab tasks.

→ only in the event of an excused absence – official university event or documented illness – may you make up the lab / in-class work.

→ Any missed lectures and labs (including software instruction) due to unexcused absences are your responsibility to make up and catch up

More than three unexcused absences will negatively affect your participation grade, as will consistent tardiness, failure to actively participate in class, and/or repeated instances of distractions. You will be barred from earning points on the final portfolio project.

In the event of student bereavement, please see the ISU policy, <http://www.policy.illinoisstate.edu/2-1-27.shtml>.

Deadlines: Assignments submitted late, but on the day due, will have an automatic 2% deduction. After that, each late day is a 5% late penalty.

That said, if you’re having trouble with completing the assignment, see me in my office hours or set up an appointment. . . . At least 24 hours BEFORE the deadline.

Plagiarism: . . . don’t do it. Not only is it against the ISU’s code of conduct (see B1, Academic Integrity), it is unethical and unprofessional. Plagiarism means anything from presenting someone else’s work as your own to failing/forgetting to cite other people’s work. Any evidence of plagiarism will result in an automatic 0 for the assignment and possibly an automatic F for the class as well as a mark on your permanent record.

Accommodation Needs and Resources: Any student needing to arrange a reasonable accommodation for a documented disability should contact Disability Concerns at 350 Fell Hall, 309-438-5853, disabilityconcerns.illinoisstate.edu.

Please notify me as soon as possible about any accommodation needs.

Also note that confidential mental health resources are available. If you're feeling stressed / anxious about classes, work, and life in general, do not hesitate to contact the professionals at Student Counseling Services, (309)438-3655. More information about this free and confidential resource is available here: <http://www.counseling.illinoisstate.edu/>.

Severe Weather: In the event of severe weather, the ISU's website, ehs.illinoisstate.edu, will inform us if school is closed and I will send an email. If weather is severe the day of class but the university is not closed, I will email no later than 10 am if class will **alternatively meet online in place of an actual face-to-face class meeting**.

A note about software: The computer lab has all the software we'll use in this class including Adobe Creative Suite (Photoshop, Illustrator, InDesign), and Keynote (Apple's version of PowerPoint). Your assignments will usually require the use of this software. Some work can be done in class, but count on spending time in the computer lab during Open Lab hours (which will be posted outside the lab's door). It is not required that you purchase this software. However, you may consider a free trial.

If you are interested in using Open Source alternatives on your own computers, such as [Gimp](http://www.gimp.org), [Inkscape](http://inkscape.org), or [Scribus](http://www.scribus.net), that is perfectly acceptable. These are free pieces of software that emulate Adobe's Creative Suite. While free, there is a bit of learning curve to adjust to and some minor differences between the expensive Adobe programs and the free Open Source programs.

Please talk to me prior to completing your assignment.

Extra Credit: You have a maximum of 2 extra credit opportunities, each worth up to 2 points:

1. Participate in the School's Research Pool: <https://sites.google.com/site/ilstusocstudies/> (.5 research credit = 1 point)
2. Attend an event on campus related to visual communication (I will announce them as they happen) + write a 1 page response using course concepts
3. Create a flyer / social media graphic for free speech week (<http://www.freespeechweek.org/> ... even after the fact is alright) or community organization + write a 1 page rationale about how you developed the concept using course concepts