

## COM 240 INTRODUCTION TO VISUAL COMMUNICATION – FALL 2018

Lecture: M, W, F 8:00 to 8:50 am

Instructor: Bob Carroll [rcarro3@ilstu.edu](mailto:rcarro3@ilstu.edu)

**Office:** Fell 024 Phone: 438-7780 Cell: 309-242-6719

**Office Hours:** Monday 10:00 am -11:00 am, Thursday 12:30 pm-1:30 pm.

I am available other times by appointment. I can usually be found in the newsroom, the studio, or my office.

**Required Text:** White Space is Not Your Enemy, 3rd ed.

Available for free at Milner Library: [https://vufind.carli.illinois.edu/vf-isu/Record/isu\\_1882119](https://vufind.carli.illinois.edu/vf-isu/Record/isu_1882119)

Accompanying website <http://bit.ly/1A6rYLT>

**Optional Text** Non-Designers Design Handbook, 4th ed.

### Instructional Materials

» A USB drive/portable storage or cloud storage

- 1) Course Readings
- 2) Assignments
- 3) Announcements
- 4) Grades

There will be many other resources, including illustrations, videos and Slideshows. I may quiz you on the chapters assigned.

### Contact Hours

Three 50 minute lecture/labs per week

### Course Description

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

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 media-saturated world. 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

To recognize and apply principles of design and typography

To learn and practice software skills

To evaluate ethical issues arising from the use of visuals

### **Communication**

It is a requirement to check your ilstu email regularly. I will send out important information and instructions as they become available. While course materials will be on ReggieNet, I have found email to be a more efficient means of communication. Feel free to email me about any questions you might have. You can also call my office or cell phone for a more urgent emergency.

### **Notes for current or future Mass Media majors**

Portfolio Artifacts--One of the culminating experiences of a mass media degree is the completion of COM 396 Mass Media Capstone, a course that includes the preparation of a personal portfolio to organize and showcase your abilities. I encourage you to retain items from this class, whether produced independently or in groups, for inclusion as portfolio artifacts. Beyond the Capstone class, your portfolio may also prove a valuable tool as you seek entry into a graduate program or employment in your areas of specialization.

### **Rules for Class**

The atmosphere in the lecture is pretty relaxed, but there are some rules:

Come prepared. Unless I tell you otherwise, follow the syllabus for reading assignments and project due dates.

Stay off the Internet in class, unless I tell you to go to a specific site. You miss most of the class, and it is distracting to the people around you. Same with cell phones, or anything else that could be distracting.

All assignments will be submitted electronically through ReggieNet.

### **Attendance**

As stated in the Undergraduate Catalog, you are responsible for attending class and completing all academic work. Make arrangements with me in advance if you will be missing class due to participation in a Sanctioned University Activity or to fulfill a religious obligation. Absence due to Illness or Bereavement

If you have to miss class due to an extended illness (3 or more consecutive class days) or a bereavement, the Dean of Students Office can help. It's located in Room 387, Student Services Building.

### **Academic Integrity**

You are expected to be honest in all academic work, consistent with the academic integrity policy as outlined in the Code of Student Conduct. All work is to be appropriately cited when it is borrowed, directly or indirectly, from another source. Unauthorized and unacknowledged collaboration on any work, or the presentation of someone else's work, is plagiarism. In certain circumstances, I may be required to refer violations to the Office of Student Conduct and Conflict Resolution.

## **Grading**

Participation	100 points
Lab Activities	
Classroom civility	
Midterm	100 points
Assignments	200 Points
Projects	300 points
Total	700 points

Missed Quizzes and Exams: Quizzes and Exams may not be made up except for a documented medical emergency.

\*\* The final examination schedule for this course will be available on My Illinois State.\*\*

## **Mental Health**

Life at college can get complicated. If you're feeling stressed, overwhelmed, lost, anxious, depressed or are struggling with personal issues, do not hesitate to call or visit Student Counseling Services (SCS). These services are free and completely confidential. SCS is located at 320 Student Services Building, 309-438-3655.

## **Student Access and Accommodation Services:**

Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at [StudentAccess.IllinoisState.edu](http://StudentAccess.IllinoisState.edu).