COM 130 (CM B): Visual Communications – Spring 2016

Tuesday & Thursday, 2:00 p.m. - 3:20 p.m., Steinman Hall, Room 210 Lab

Instructor: Dr. Katherine A. Hughes
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Office Hours: Mon. & Wed. 4 p.m. – 5 p.m.; Tues. & Thurs. 9:30 a.m. - 10:30 a.m., and by appointment.

Course Description: In this course students study the design, theory, and development of production in visual communication including digital photography, new media design, and basic print design principles. Students will apply aesthetics and concepts learned to the production of visual media projects. *Prerequisite(s):* Declared or intended communications major or declared communications minor or permission of the instructor.

Student Learning Outcomes:

Students will be able to:

- Effectively apply methods and aesthetics learned to the production of visual media.

- Effectively produce for a variety of visual media.

- Demonstrate comprehension and knowledge of production for a variety of visual communication media.

COURSE MATERIALS
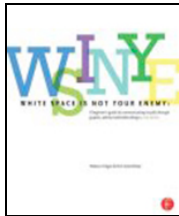
Textbooks (2 required).

White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design (2nd edition)
Authors: Rebecca Hagen & Kim Golombisky
Publisher: Focal Press (2013)
ISBN-10: 0240824148 | ISBN-13: 9780240824147
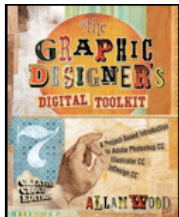
Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud (CC), Illustrator CC & InDesign CC (7th edition)
Author: Allan Wood
Publisher: Cengage Learning
ISBN-10: 1305263650 | ISBN-13: 9781305263659

Additional Assigned Texts: Additional readings will be assigned across the semester. These readings will be made available through the course Canvas site.

Course Canvas Site: Course materials (i.e. readings and handouts) will be posted on Canvas (https://etown.instructure.com). Students will be informed in class or by email, as they become available. Online course discussions will be host and moderated through Canvas. If you need any assistance using Canvas, contact the Client Services Helpdesk at x3333, (717) 361-3333 or through e-mail at helpdesk@etown.edu.

Lynda.com learning tutorials will be used to provide software instruction. These tutorials are available free of charge to all Etown students via http://www.lynda.com

Username: _____   Password: _____

Class server space: Available from the Mac desktop > Go menu > Connect to server…
    cifs://applications/classes/

    SP2015-2016 > COM145

    Use this server space to store files while working on assignments. Some assignments will be submitted via this server space.

Supplies: A package of production supplies has been charged to each student's account. This course fee ($60) covers the cost of a SDHC (4) 8 GB memory card (camera memory), a 1 TB external hard drive (storage device), an E-scale graphic arts combo ruler, and a portfolio book. The external hard drive should be brought to each class meeting and used to backup work.

GRADING & COURSE REQUIREMENTS

Methods of Evaluation: Requirements for this course include lab and homework assignments, projects, reading and responses, quizzes and tests, and a final portfolio project. Your earned grade will depend on the effort you put into these elements.

Course Elements		Grade Scale		
Projects 40%		A	=	94 - 100
Labs/Assignments & Discussions 25%		A-	=	90 - 93.9
Quizzes & Tests 25%		B+	=	87 - 89.9
Final Portfolio 10%		B	=	84 - 86.9
Attendance		B-	=	80 - 83.9
Total 100%		C+	=	77 - 79.9
		C	=	74 - 76.9
		C-	=	70 - 73.9
		D+	=	67 - 69.9
		D	=	64 - 66.9
		D-	=	60 - 63.9
		F	=	0 - 59.9

Grades are based on standardized criteria. Grade reports will be issued periodically. The reports show progress toward learning aims, attendance, and a prediction of the overall course grade, which might change, as additional grades are included. The purpose of the grade reports is to maintain accurate records. Students are responsible for immediately notifying the course instructor of apparent recording errors. Students experiencing difficulties should request help from the course instructor.

Assignment grades will be a reflection of the design (creative merit), content (intellectual merit), effectiveness (as a piece of visual communication), craftsmanship (neatness in execution and presentation), and adherence to the assignment. The grade for each assignment will take into consideration the following categories.
- *Creative Merit:* Is the idea a creative and innovative solution to the problem or is it a fairly obvious, common solution? How about the aesthetics and design choices?
- *Intellectual Merit:* Did you do the minimum preparatory/research work or did you go above and beyond what was expected? How far has the concept been explored or pushed? How well did you refine/develop the idea/message/concept? Is it successful in conveying this message?

- *Artisanship:* The presentation of final work, quality, and technical adeptness with the software is taken into consideration.
- *Adherence to Assignment:* Have you fulfilled the project requirements? Have you turned the assignment in on time? Have you participated in the critique?

COURSE POLICIES

Attendance Policy: Students are expected to come to every class session. The success of many aspects of class, like discussion, peer critiques, and giving out assignments, will depend on attendance. Being late for class interrupts the momentum of the class and distracts other students. Attendance is recorded at the beginning of each class session. A student may miss two class sessions without penalty; however, on each successive absence, a grade reduction will be made from the course final grade. Student athletes must discuss their schedules individually with the instructor. There may be occasions when the absence of a student athlete will not be permitted.

Students who choose not to attend class sessions will be penalized for excessive absences, as follows:

1 or 2 unexcused absences.. No effect on the final course grade

More than 2 unexcused absences..Minus one letter grade for each absence

Grade Reduction Examples. A student who has earned an overall course grade of "B+" and who has four unexcused absences will receive a penalty of two letter grades (4 unexcused absences minus 2 "penalty free" absences) for a final course grade of "B-."

If, for reasons of health or other emergency, a student knows that he/she will be absent from class for several days, the student should inform the Center for Student Success (CSS), http://www.etown.edu/offices/student-success/ The CSS will, in turn, notify the student's instructors of this absence. *Only instructors can excuse absences.*

Submission of Assignments: Unless otherwise specified, homework assignments and projects will be due at the beginning of class on the designated dates. Late assignments and projects *will not be accepted more than one class late* and *will be penalized the equivalent of one letter grade*.

Group & Collaborative Work: Successful completion of many projects for the course will rely on collaboration with classmates, friends, roommates, and others. It is important that you are able to work in a group setting as both a leader and a collaborator.

In the case of group work, groups will usually receive a single grade shared by all group members. All group members are expected to contribute equally to group work. It is the responsibility of group members to manage group work. In the case of in-group disputes or complaints, instructor intervention may be possible, but it may affect the grade of the group.

Save Your Work: Original material produced for assignments will be collected in a course portfolio toward the end of the semester. Details will be given toward the end of class, but once again, save everything!

Expectations: Success in this course is based on the following:
- Students whose writing does not meet academic expectations will remediate work through the Writing Wing and other campus resources. Course instructors do not edit student work.
- Plagiarism **in any form** will not be tolerated and will result in a failing assignment grade; this may be grounds for expulsion from the course as defined by the College Catalog. | http://catalog.etown.edu

Acceptable Documentation Standards: For this course, students should use the APA documentation style. The sources of any materials or ideas used, whether directly quoted or paraphrased, must be acknowledged by a citation (APA style). This holds true for both written work and spoken presentations. Direct quotations should be clearly identified as such with a source citation and page number in written work or by a clear citation statement in spoken presentations. Failure to identify sources of material used will result in a failing grade for the assignment. Severe or repeated cases may result in a failing course grade.
For more information on APA style, visit the High Library website > LibraryGuides ("Do Research") > "Putting it together – citing & writing" | http://www.etown.edu/library/

Elizabethtown Pledge of Integrity: The Pledge of Integrity as established by the College will be followed. As the pledge states:

Elizabethtown College is a community engaged in a living and learning experience, the foundation of which is mutual trust and respect. Therefore, we will strive to behave toward one another with civility and with respect for the rights of others, and we promise to represent as our work only that which is indeed our own, refraining from all forms of lying, plagiarizing, and cheating. (Source: http://catalog.etown.edu)

Statement on Disability: Elizabethtown College welcomes otherwise qualified students with disabilities to participate in all of its courses, programs, services, and activities. If you have a documented disability and would like to request accommodations in order to access course material, activities, or requirements, please contact the Director of Disability Services, Lynne Davies, by phone (717) 361-1227 or e-mail daviesl@etown.edu. If your documentation meets the college's documentation guidelines, you will be given a letter from Disability Services for each of your professors. Students experiencing certain documented temporary conditions, such as post-concussive symptoms, may also qualify for temporary academic accommodations and adjustments. As early as possible in the semester, set up an appointment to meet with me, the instructor, to discuss the academic adjustments specified in your accommodations letter as they pertain to this class. | http://www.etown.edu/offices/disability/

COM 130 NEED TO KNOW FOR LAB AND EQUIPMENT USE

➢ All students who want to use any equipment or materials must check in with the Department of Communications' Student Lab Assistant (SLA). The student and SLA will complete the **Equipment Sign-out Card** and file it appropriately. This sign-out card contains information about the user, the equipment, and a notice that the user will accept full responsibility for equipment that is missing, returned damaged, or not brought back in a timely manner. **A fine will be assessed to users who return equipment more than 5 minutes late.** Damaged equipment will be fined to the last user at current market cost of replacement equipment.

➢ When returning equipment **never** leave the equipment unattended at the SLA desk. If a SLA is not present, wait for the SLA to return. **Failure to adhere to this policy may result in a fine and/or loss of checkout privileges.**

➢ Equipment may be reserved ahead of time by signing up in the SLA office. Equipment may be signed out for up to (3) three hours a day, but for no more than (18) eighteen hours per week. **No equipment may be checked out overnight*.** Exceptions may only be made through written permission from the course faculty member prior to signing out equipment. Extensions will not be honored for equipment that is already on loan (i.e., no back to back loans). Failure to return equipment on time will result in fine starting at $10.00 per incident per day. Repeated late return of equipment will result in a fine and suspension of sign-out privileges.
*Still photography cameras and audio-recording equipment may be signed out for 24 hours.

➢ Non-communications students are not permitted access to any labs or studios unless they have written permission from a Communications Professor or are enrolled in a Communications class, a member of the media, or in a class scheduled to use a lab/studio.

➢ All copies and printing are monitored by the College's PaperCut program and charged to the individual student's account. Other supplies may be purchased by charge only to a student's account from the on-duty SLA. There will be no cash sales. There will be no sales to students other than those enrolled in Communications classes.

➢ The copy machine is located in the Department library/conference room

➢ ALL STUDENTS MUST VACATE THE BUILDING AT CLOSING. (Exception: On-air WWEC-FM radio personnel and the student manager for Radio and TV, if live programming is in progress.) If problems arise, contact Campus Security immediately.
Emergency: Ext. 1111 or (717) 361-1111
Officer Assistance (non-emergency): Ext. 1264 or (717) 361-1264

The following are topics that will be discussed in class, as well as assignment and project deadlines. The readings and assignments are due on the days listed below. Abbreviations used: H&G = *White Space is Not Your Enemy*; Wood = *Graphic Designer's Digital Toolkit*; C = Canvas.

Week	Date	Topic	Assignment due ** Add your deadlines here*
Week 01	01/12	The Power of the Image	--
	01/14	Graphic Design: A survey history pt. 1	H&G, ch. 01: What is Design? **Personal introduction: PPT slide** If needed: Lynda.com tutorial: PowerPoint
Week 02	01/19	Graphic Design: A survey history pt. 2	H&G, ch. 02: Step Away from the Computer H&G, ch. 03: I Need to Design this Today
	01/21	Aesthetics of Design, Part 1 - Visual cues Lab: Introduction to the Mac, server space, InDesign	Wood, ch. 01: Welcome to the Land of OS Wood, ch. 02: Designing for the Client Wood, ch. 11: InDesign Fundamentals Lynda.com tutorials: InDesign #1
Week 03	01/26	Aesthetics of Design, Part 2	H&G, ch. 04: Layout Sins H&G, ch. 05: Mini Art School
	01/28	Visual Theories - Sensory theories of visual - Perceptual theories of visual Lab: InDesign	H&G, ch. 06: Layout Wood, ch. 12: Working in Multipage Documents Lynda.com tutorials: InDesign #2
Week 04	02/02	Lab: InDesign	
	02/04	Typography, Part 1	H&G, ch. 07: Type H&G, ch. 08: Color Basics Lynda.com tutorials: InDesign #3
Week 05	02/09	Typography, Part 2 - Trends	Lynda.com tutorials: InDesign #4
	02/11	**Test 1**	
Week 06	02/16	Oral Communications as Visual Communications	H&G, ch. 14: Fit to Print **Brochure/Newsletter/Page layout**
	02/18	A Really Bad PowerPoint Presentation Lab: PowerPoint	If needed: Lynda.com tutorial: PowerPoint McMillan (C); Russell (C); Tufte (C)

Week 07	02/23	In-class presentations pt. 1: Logo evolution	PPT file
	02/25	In-class presentations pt. 2: Logo evolution	**Personal Brand Identity**
Week 08	--	Spring Break - *No classes* | Feb. 29 - March 04	
Week 09	03/08	Photography and Design, Part 1 Introduction to the Nikon D3000 & equipment checkout	H&G, ch. 09: Adding Visual Appeal Nikon D3000 Manual (C)
	03/10	Photography and Design, Part 2 File formats; Compression; Resolution Lab: Photoshop	Wood, ch. 03: Adjusting Images in Photoshop Wood, ch. 04: Working with Selections and Channels Lynda.com tutorials: Photoshop #1
Week 10	03/15	Photography	
	03/17	Photography Lab: Photoshop	Wood, ch. 05: Using Layers Wood, ch. 06: Restoring and Coloring a Black and White Photograph Lynda.com tutorials: Photoshop #2
Week 11	03/22	Photo Illustration / Photo Manipulation Image manipulation Lab: Photoshop	**Product shot & ad | Photo spread (5 shots)**
	03/24	No class: MONDAY SCHEDULE	
	--	Easter Break - *No classes* | March. 25-28	
Week 12	03/29	In-class work session.	**Post card**
	03/31	Infographics	H&G, ch. 13: Infographics Lynda.com tutorial: Infographic
Week 13	04/05	Layout and Design, Part 1/Visual Communications as a Narrative Medium Lab: Work session	**Layout w/ infographic**
	04/07	**Test 2**	

Week 14	04/12	Layout and Design, Part 2/Working Smarter, Not Harder	
	04/14	TBA	
Week 15	04/19	In-class work session *Dr. Hughes @ BEA Conference*	
	04/21	TBA	
Week 16	04/26	In-class work session	
	04/28	In-class work session	
	Fri. 04/29	--	**Final Portfolio due, Friday (04/29) @ 4 p.m.**
EXAM TIME	Tues. 05/03	**Portfolio Presentations: 2:30 p.m. – 5:30 p.m.** Scheduled Exam time: 05/03 @ 2:30 p.m. – 5:30 p.m.	**PowerPoint presentation**

* You are responsible for setting interim deadlines to successfully complete course projects at professional levels.