JOUR 103-2: INTRODUCTION TO VISUAL COMMUNICATION

RENEE HUMAN, ASSISTANT PROFESSOR, JOURNALISM GRAPHICS

OFFICE: AJ 356
PHONE: 765-285-8205
OFFICE HOURS: MW 3-4PM OR BY APPOINTMENT
EMAIL: rmhuman@bsu.edu (response within 24 hours)

DESCRIPTION

Introduction to Visual Communication is designed to teach students the principles of communication design as they apply to different print and web media. The student will be introduced to design principles, visual communication theory and practice, typography, color, gestalt theory, layout presentation, and design history. The course is an introductory course; therefore, students need not have previous experience in communication design.

This course will primarily use Adobe Creative Suite. Students will learn fundamental proficiency in computer-generated pagination and design.

COURSE OBJECTIVES

- Survey and apply the principles of graphic design in print media and understand cross cultural influences in visual perception and communication design
- Visually, rather than verbally, communicate effectively
- Understand the design process, from brainstorming to final product
- Develop computer competency using page layout/design programs
- Understand typographical theory & design
- Develop graphic presentation skills
- Understand & apply basic magazine layout & design
- Understand & apply basic color theory
- Understand techniques of photo composition and ethical considerations of photographic reproduction
- Select the best art or photo for a project, and how to correctly incorporate the art.
- Understand the principles of commercial printing
- Learn to work in collaborative teams that involve interaction design and development

ACEJMC CORE VALUES + COMPETENCIES

This course aligns to the following ACEJMC Standards

- #6. Understand concepts and apply theories in the use and presentation of images and information
- #8. Think critically
- #9. Think creatively and independently

- #12. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- #14. Apply tools and technologies appropriate for the communications professions in which they work

TEXTS AND SOFTWARE REQUIREMENTS

REQUIRED TEXTS

- *Design Interactive II* (electronic text provided in our course Blackboard site). If you have trouble accessing the electronic book via the Internet, you should contact the Ball State Help Desk (765-285-1517).

REQUIRED SOFTWARE

- Adobe Creative Cloud (InDesign, Photoshop and Illustrator)
  - If you do not own a copy of Creative Cloud, you will need to spend time in on-campus labs or subscribe for approximately $20 a month.
  - Journalism and library computer lab schedules are posted.

ATTENDANCE POLICY

You need to be here. This is going to be a progressive learning class and missing one or more classes on the way will be detrimental to your learning (and your grade). Students are responsible for lecture and hands-on information and announcements or changes given during missed classes and must ask the instructor for items missed. However, it is not the responsibility of the instructor to teach students missed information.

Acceptable reasons for excused absences include serious illness; serious illness or death of immediate family member; University activities (see the department statement on this below); and major religious holidays.

I reserve the right to request appropriate verification for each absence. If you miss work due to an excused absence, you bear the responsibility of informing me about your excused absence within one class period following the period of the excused absence (except where prior notification is required), and of making up the missed work.

Unless **prearranged** with me, there is no make-up on homework or projects for unexcused absences.

ABSENCES FOR UNIVERSITY ACTIVITIES

The University expects its departments and programs that take students away from class meetings to schedule such events in a way that will minimize hindrance of orderly completion of course requirements. Such units must provide a written statement to the students describing the activity and stating as precisely as possible the dates of the required absence. The involved students must deliver this documentation to the instructor, preferably before the absence but in no event later than one week after the absence.

ASSIGNMENT SUBMISSION POLICIES

- All assignments are due within the first 10 minutes of the class on the assigned due date.
- Read the assignment and project guidelines carefully as submittal instructions will be included for each individual assignment and project.
- Assignments must be turned in by the established deadline. If an assignment is turned within three days late, a 50% penalty will be assessed on the final grade of that project. Assignments will not be accepted later than one week. Late projects and presentations will not be accepted for credit. Extenuating circumstances will be taken into consideration but must be verified to receive an extension on assignments (see attendance policy).

DEPARTMENT WRITING STATEMENT

The Department of Journalism regards writing proficiency as essential to the satisfactory completion of all journalism courses. Therefore, department instructors must monitor writing performance and language usage proficiency in all journalism courses. Student grades must reflect both criteria. This means you will be graded on your spelling, punctuation and sentence structure.

ADA & DISABILITY ACCOMMODATION STATEMENT

If you need course adaptations or accommodations because of a disability, please contact me as soon as possible. Ball State's Disability Services office, www.bsu.edu/disabilityservices, coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

If you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible.

DIVERSITY STATEMENT

The Department of Journalism is committed to creating an awareness of diversity issues as they relate to the society, to the workplace and to the classroom.

Ball State University aspires to be a university that attracts and retains a diverse faculty, staff, and student body. We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse as expressed in our Beneficence Pledge and through university resources found at http://cms.bsu.edu/campuslife/multiculturalcenter.

JOURNALISM WRITING CENTER

The Journalism Writing Center (JWC), AJ 337 (285-7412), provides free one-on-one coaching for undergraduate and graduate students, including assistance with grammar and language usage, style, structure, editing and revising, clarity and creativity. Coaching is also available for students attempting the Language Usage Proficiency

Exam (LUPE). The JWC Web site has a variety of online resources, including interactive quizzes. Visit the site at: http://jwc.ballstatejournalism.com/.

TECHNICAL ASSISTANCE

If you have technical questions, you can contact Ball State's Help Desk at: 1765-285-1517 or email at helpdesk@bsu.edu.

LANGUAGE USE PROFICIENCY EXAMINATION (LUPE)

All students in the following programs must successfully complete the Language Usage Proficiency Exam (LUPE): majors in advertising, public relations and journalism with concentrations in graphics, journalism education, magazine media, news (TCOM and JOUR), photojournalism and TCOM digital sports production, or minors in strategic communications and journalistic storytelling. The LUPE should be taken during the semester students are enrolled in JOUR 101 (on campus and online) and is a prerequisite for entry into subsequent courses (e.g., JOUR 104, NEWS 120, etc.). The minimum passing score for the 100-question exam is 70 percent. Students have a maximum of five testing opportunities (one mandatory group session and up to four additional sessions). JOUR 101 instructors will provide additional information during the first two weeks of class. Majors in TCOM Digital Sports Production and all transfer students should contact the Journalism Writing Center (lupe@bsu.edu) for more information.

STUDENT RIGHTS LINKS

It is your responsibility to be familiar with your rights and responsibilities as a BSU student. Please visit the following sites for relevant information:

- www.bsu.edu/studentcode Code of Student Rights & Responsibilities.
- www.bsu.edu/studentrights/academicethics Ball State's policy on academic dishonesty. The policy includes implementation and appeal procedures.
- www.bsu.edu/studentrights/gradeappeal: Ball State's policy and procedures for appealing final grades.
- www.bsu.edu/studentrights/bereavement Ball State's bereavement leave policy for students including procedures for students to appeal a faculty member's decision.

GRADE SCALE

A	96-100%	C	72-75%
A-	92-95%	C-	68-71%
B+	88-91%	D+	64-67%
B	84-87%	D	60-63%
B-	80-83%	D-	56-59%
C+	76-79%	F	55%

GRADING CRITERIA

Grades will be based on the following criteria. The following mix of assignments could change if current events or other circumstances dictate. You will be told of any changes

in advance in class. Handouts outlining the requirements for each activity will be available via Canvas when they are assigned.

- Quizzes   10%
- Assignments   70%
- Midterm Project   10%
- Final Exam   10%

Course Schedule

The following course plan is provided as a guide. It may be subject to change.

- January 8, 10 & 12 –
  - Course Introduction / ethics
  - Good design
  - Design terminology and definitions
- January 15 – no class, MLK, Jr. day
- January 17 & 19 –
  - Design careers
- January 22, 24 & 26 –
  - InDesign workshop
- January 29, 31 & February 2 –
  - Typography
- February 5, 7 & 9 –
  - Color theory
- February 12, 14 & 16 –
  - Logo design
- February 19, 21 & 23 –
  - Illustrator workshop
- February 26, 28 & March 2 –
  - Basic design principles
- March 5, 7 & 9 – Spring Break, no classes
- March 12, 14 & 16 –
  - Photo composition
  - Photoshop workshop
- March 19, 21 & 23 –
  - Gestalt theory
  - Information layering
- March 26, 28 & 30 –
  - Data visualization
- April 2, 4 & 6 –
  - Advertising design
- April 9, 11 & 13 –
  - Magazine design
- April 16, 18 & 20 –
  - Web design
- April 23, 25 & 27 –
  - User-centered design
- April 30 –
  - Lab day
- May 2 (Wednesday) – Online exam due by 11:45am