Intro to Visual Comm (FA)

COMM2570 001

Introduciton to Visual Communication

Instructor Information

Phone:
Email:
Office Location:
Office Hours

Course Description

Visual communication has the power to inform, educate, and persuade. Students explore essential visual communication and fine art principles, practices, and theories. Students create design projects and have a variety of opportunities to analyze, interpret, and investigate visual communication principles and conventions applied in popular media such as advertising, film, TV, web design, etc.

Semester(s): Fall & Spring

Required Text or Materials

This class is an Open Educational Resources (OER) course. This means that you are not required to purchase a textbook. However, there is required reading in the form of documents, web pages, and .pdf files linked in each module of the course. You will also need a laptop or desktop computer with reliable internet service and the ability to record audio.

Course Overview

We now live in a culture where visual message and verbal/written message are no longer considered separate entities. From the profiles we read in magazines and commentaries on Internet Blogs to film and television, visual media combine with written texts to form multi-layered communication. The digital age increasingly produces new forums in which ways of seeing combine with ways of reading and writing to shape meaning. This course requires you to be strong critical thinkers, writers and producers of visual media.

Visual communication has the power to inform, educate, and persuade. Students explore essential visual communication and fine art principles, practices, and theories. Students create design projects and have a variety of opportunities to analyze, interpret, and investigate visual communication principles and conventions applied in popular media such as advertising, film, TV, web design, etc. Discover why some images are remembered while some are not.

Introduction to Visual Communication introduces students to visual communication principles and practices that are essential elements of all media. This includes the visual process, visual organizing principles, and the elements of visual composition.

In addition, visual communications is an exploration of visual literacy, perception, culture, ethics, aesthetics, design principles, creativity and critical evaluation as they relate to visual communication.

Course Student Learning Outcomes

- Identify introductory level theories of visual perception including Sensual (Gestalt, Constructivism), Perceptual (Cognitive, Semiotic) and Persuasion theories.

- Apply elements and principles of fine art used in visual communication, such as form, line, shape, color, proportion, symmetry, space, motion, contrast, perspective, unity, and lighting.

- Explore and discuss the historical, cultural, psychological, technical, critical, and ethical perspectives in visual communication including artistic/visual elements/principles, stereotyping, and genre conventions.

- Analyze visual communication genres/media including typography, images, movies/film, television, and other media using specified criteria.

- Differentiate between various methods for constructing meaning visually.

- Critique their own work and other students' work in using critical analysis and constructive comments.

General Education Information

This course fulfills the Fine Arts (FA) requirement for the General Education requirements at Salt Lake Community College. It is designed not only to teach the information and skills required by the discipline, but also to develop vital workplace skills and to teach strategies and skills that can be used for life-long learning. General Education courses teach basic skills as well as broaden a student's knowledge of a wide range of subjects. Education is much more than the acquisition of facts; it is being able to use information in meaningful ways in order to enrich one's life.

While the subject of each course is important and useful, we become truly educated by making connections of such varied information with the different methods of organizing human experience that are practiced by different disciplines. Therefore, this course, when combined with other General Education courses, will enable you to develop broader perspectives and deeper understandings of your community and the world, as well as challenge previously held assumptions about the world and its inhabitants.

ePortfolios and General Education at SLCC

Your General Education ePortfolio tells your SLCC learning story. Your ePortfolio enables you to introduce yourself to your professors and classmates, showcase your learning, and reflect on how your courses connect to each other, your life, goals, and community. The ePortfolio is intended to help you connect with other students and communicate with professors about how you learn, what you are taking away from your experience, and what supported your learning in their class. Professors can use your ePortfolio to get to know you before class and use your reflections and signature assignments to continuously improve their teaching.

Your General Education ePortfolio will also help you weave together the concepts you learn across all General Education courses. To do this, each General Education course you take at the college will ask you to demonstrate your engagement with the General Education learning outcomes by designing a course-specific ePortfolio page that includes a Signature Assignment and reflection. When you finish your time at SLCC, your ePortfolio should provide a multi-media showcase of your educational experience and tell the story of your learning growth while at SLCC. You can create a SharePoint ePortfolio by completing the Consent Form. Visit the ePortfolio help site to learn more.

SLCC allows students to use any ePortfolio platform of their choosing. We recommend SharePoint for work you want to keep private, like your learning portfolio. We recommend Google Sites for content you would want to make public, like a professional or program portfolio.

Communication Plan

I will respond to email within 24 hours during the work week and in 24 - 48 hours on weekends.

I will offer feedback on major assignments within one to two weeks of the due date.

The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

Brief Description of Assignments/Exams

- **Online Course**: This course is completely online and uses Canvas for course management. Students need access to the Internet to complete the course. For

this course, it is also highly recommended that you have a laptop or desktop computer for this course (a Chromebook may not be sufficient for some of the projects required for this course). If Internet access is unstable, remember you can use any SLCC computer lab to complete the course or portions of the course (quizzes/projects). In addition, an online course requires dedication and self-motivation. Set aside specific days and times each week to check the course website and complete your coursework. Since the course is three credits, be sure you are checking Canvas at least **three times per week** and you should plan at least six hours per week to work on the course.

- **Assignments:** Assignments will consist of activities and discussions assigned by the instructor for each section of the course. Assignment descriptions and associated rubrics are provided for each assignment. You will be required to submit your findings in the manner specified by each assignment. Assignments include both visual and written components.
Assignments are worth a certain number of points and must be turned in **on time**. Assignment deadlines are listed in the course modules and can be found on your Canvas calendar but may be modified based on the semester and course needs. Deductions will be made for any late discussion posts and any work submitted more than one day late. See late work policy for more details.

- **Quizzes**: There will be timed quizzes for each module due by Wednesday each week.

- **Individual Presentation of Assignments**: During the semester, you will have the opportunity to present several of your assignments. Each student will present and explain their findings via course discussions for kind and gentle comment. More information about the presentations will be given as the semester progresses.

- **ePortfolio**: Students will collect at least three signature pieces of their work during the semester and place it into an ePortfolio. Each item placed into the ePortfolio will have a written reflection statement describing the piece and its message. More information about the ePortfolio will be given as the semester progresses.

- **Participation**: Active participation during the semester will contribute to your success. Your involvement in this course is valuable to me and the rest of the class. Set aside specific days and times each week to check the course website and complete your coursework. Since the course is three credits, be sure you are checking Canvas at least three times per week. Logging in, participating in

discussions and completing the coursework constitutes your active participation in the course.

Assessment Categories and Weights

Assessment Category	Weight
Assignments	43%
Quizzes	30%
Final Project	17%
ePortfolio	10%
Total	100%

Grading Scale

Final grades will be assigned according to the following scale:

95-100% = A	80-83% = B-	67-69% = D+
90-94% = A-	77-79% = C+	64-66% = D
87-89% = B+	74-76% = C	60-63% = D-
84-86% = B	70-73% = C-	Below 60 = E

Late Work Policy

As noted above work cannot be turned in more than one day late (with the exception of holidays) and point deductions will be made for late work. Here is my reasoning, getting behind only hurts you. As each week starts there is another set of module documents, links, and Canvas content to read, there is another quiz and another assignment and/or discussion. If you are still trying to finish the previous week's work, then you can't stay caught up on the current week. However, I do realize that life happens. I do grant each student **one** no questions asked/no penalty extension for one assignment/quiz. This means that one time you can ask me to re-open an assignment, quiz, or initial discussion post beyond the deadline, and I will do it, with no penalty. The requirements are that you let me know the specific assignment/quiz and how long you need it re-opened. I highly recommend that you use this one extension wisely, once it is gone it is gone.

- In addition, I know sometimes unexpected things can interfere with school. If you need to make special arrangements to make up work, please reach out to me. Arrangements may be made for extenuating circumstances for accepting late work with a 30% grade reduction. Be prepared with a specific plan identifying which assignments need to be made up and when will you get them turned in (**date** you need them opened until). If relevant medical documentation is provided, the 30% reduction may be waived.
- I reserve the right to refuse to accept late work if this policy seems to be being used to just be behind rather than to make up work for unforeseen interruptions to your ability to participate in the course. Lack of preparation or going on vacation are not good reasons to need to turn in late work.
- Assignments that are emailed to me will not be graded. All assignments must be submitted in the assignment in Canvas.
- No late work is accepted, and no extensions are granted past the final day of classes, Dec 5.
- Late work is given lowest priority in the grading cycle.

Zero Tolerance Policy

There is zero tolerance in this course for plagiarism of any kind. Presenting any work that is not your own as such is a violation of the Student Code of Rights and Responsibilities. This includes, but is not limited to, presenting any information from an outside source as your own work. Any use of a source other than your own application of course materials must be properly cited. If citations for outside sources are not included, no credit will be given. In addition, any use of AI generated content that is presented as your own work will automatically result in failure of the entire assignment it is used on. Continued use of AI generated content presented as your own work will result in failure of the entire course. There will be no discussion if AI generated content is presented as your own work. You will be referred to this policy and the loss of credit or failure will stand.

Note: There is very little need for use of outside sources in this course. Most assignments are asking for application of materials from this Canvas course. As long as you are applying the materials from this course, citations are not needed.

Accessibility & Disability Services

SLCC values inclusive learning environments and strives to make all aspects of the College accessible to our students. If you have a disability and believe you need accommodations to improve access to learning materials or the learning environment, please contact the Accessibility and Disability Services:
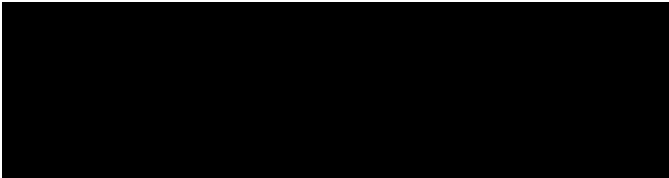
Course Orientation

Please go to the Orientation Module or Modules menu to continue navigating this course.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Any Questions? (Optional)	Discussion	0
	Extension Tracking	Assignment	0
8/21	Quiz Syllabus and Orientation	Quiz	23
8/25	Introduce Yourself	Discussion	10
8/28	Module 1 Quiz	Quiz	13
9/1	Reading Images	Discussion	15
9/4	Module 2 Quiz	Quiz	29
9/8	Me and My Object	Discussion	10
9/11	Module 3 Quiz	Quiz	30

Due Date	Assignment Name	Assignment Type	Points
9/15	About Me Collage	Discussion	45
9/18	Module 4 Quiz	Quiz	24
9/22	Commercial Product Label/Container Evaluation	Discussion	15
9/22	Design Elements in Images	Assignment	52
9/25	Module 5 Quiz	Quiz	23
9/29	Canyonlands Profile	Assignment	55
10/2	Module 6 Quiz	Quiz	40
10/4	Magazine Profile Layout & Design	Discussion	30
10/6	Profiles in Print	Assignment	100
10/9	Module 7 Quiz	Quiz	38
10/13	Technical Film Analysis	Assignment	100
10/16	Module 8 Quiz	Quiz	51
10/27	Analyzing a TV Commercial - Initial post due Friday	Discussion	110
10/30	Module 9 Quiz	Quiz	33
11/3	Create a Comic Strip	Assignment	70
11/6	Module 10 Quiz	Quiz	11
11/10	Visual Analysis of New/Digital Media Discussion	Discussion	50

Due Date	Assignment Name	Assignment Type	Points
11/17	Final Project Part 1 - Design Plan	Assignment	92
12/1	Final Project Part 2 - Create Your Media Pieces for Your Exhibit	Assignment	145
12/4	Final Project Part 3 - Create Your Exhibits	Assignment	25
12/8	Final Project Part 4 and 5 - Present your Exhibit and Respond to your Classmates' Exhibits	Discussion	45
12/9	ePortfolio	Assignment	40

How to Navigate to Canvas

Online Tutoring

Students at SLCC have access to online tutoring through Canvas. From your Canvas course click Online Tutoring in the course navigation and follow the steps to set up an appointment. If this is your first time using the Online Tutoring we recommend you click "Take a Tour" to familiarize yourself with the service.

Note that students only receive 480 minutes of tutoring time each semester. After that we encourage you to use the resources found through this link: https://www.slcc.edu/tutoring/index.aspx

If you have any additional questions reach out to elearningsupport@slcc.edu.

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link: https://slcc.instructure.com/courses/530981/pages/institutional-syllabus

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab: https://slcc.instructure.com/courses/530981/pages/institutional-syllabus. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: https://slcc.instructure.com/courses/530981/pages/institutional-syllabus. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

Course Orientation

Please go to the [Orientation Module](#) or [Modules menu](#) to continue navigating this course.