

Visual Communication Design

COMM 2511: Autumn 2016

Location: Derby 3176 [Wed & Fri 2:20 pm - 3:40 pm]

Instructor: Leonardo Carrizo

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Office Hours:

Tuesdays & Thursdays from 2:00 pm - 3:00 pm

Wednesdays & Fridays from 1:00 pm - 2:00 pm

or by appointment.

Description and Objectives

Course Description

The purpose of COMM 2511 is to provide an overview of various forms of visual communication and to help students develop a sense of visual literacy.

We will look at examples of visual communication from different perspectives including perceptual, personal, critical, ethical, aesthetic, cultural and historical. In addition, we will draw upon some of these insights to develop design competencies for the web and designing websites.

Objectives

At the end of the semester, students should be able to demonstrate basic knowledge in the following areas:

- Principles of visual design
- Designing graphics for the web
- Fundamentals of web design via a website portfolio

Students will learn how to use Adobe **Photoshop** to design graphics for the web, to design a website prototype and Adobe **Dreamweaver** to prepare the site for the web.

It should be underscored that this is a class about visual communication. Only the basics of web design will be introduced in this course. Students interested in careers as web designers are recommended to take additional classes offered in School of Communication or other units on campus.

Requirements

Prerequisites

Students entering the class are expected to have a working knowledge of the Windows

and or Mac operating systems before entering the class. You should know how to create a folder, save a file to a folder, copy and move files from the hard drive to a flash drive, zipping folders, renaming files, etc.

Students should be willing and able to troubleshoot on their own using online tutorials and other resources. Most of the elements of the course are presented online. Hence, it is absolutely essential that you have access to the Internet and a working OSU e-mail address.

Textbooks

While all required textbooks for this class are available online free of cost, purchasing the Adobe Photoshop CC book is recommended. There is a tutorial on Carmen on how to find these books.

Visit <http://8help.osu.edu/1371.html> to gain access to Safari Tech Books Online. See tutorial on Carmen on how to access these books.

Adobe Photoshop CC Classroom in a Book® (2015 release)

<http://proquest.safaribooksonline.com/book/photo-and-graphic-manipulation/9780134306926>

Adobe Dreamweaver CC Classroom in a Book® (2015 release)

<http://proquest.safaribooksonline.com/book/web-design-and-development/9780134308760>

The Principles of Beautiful Web Design, 3rd Edition

<http://proquest.safaribooksonline.com.proxy.lib.ohio-state.edu/book/web-design-and-development/9781457174353>

Recommended book

Design Basics by David A. Lauer and Stephen Pentak, 6th, 7th or 8th edition. Published by Clark Baxter.

Required Flash Drives

Students should invest in **two Flash drives, which should be brought to class every day.** The Flash drives must be PC/Mac compatible with a capacity of at least 1 GB. Always make sure that you back up all your work.

One of the few guarantees in life is a corrupted drive. Make sure you have plenty of backups. Therefore, ***you should always have multiple backup copies of your work. If you loose your flash drive or if it becomes corrupted and you do not have a back up copy you will not get credit for any lost work.***

Software and Lab Access

In our lab we'll use **Adobe Photoshop CC 2015** and **Adobe Dreamweaver CC 2015**. A few labs on campus have Photoshop and Dreamweaver. It is up to the student to locate public labs with Photoshop and Dreamweaver to complete their assignments. **THE**

DIGITAL UNION LABS ARE THE BEST PLACE TO GO ON CAMPUS TO COMPLETE YOUR ASSIGNMENTS.

The Digital Union has four lab options with Adobe Creative Suite (<http://odee.osu.edu/digital-union>). Their locations and hours are listed below. Note: Digital Union labs are closed on university holidays and on Sundays preceding Monday holidays.

Locations:

- Enarson Classrooms 012
- Hagerty Hall 171A
- Prior Hall 460A
- Stillman Hall 145

Hours:

- Mon-Thu: 8am-8pm
- Friday: 8am-5pm
- Saturday: Closed
- Sunday: 2pm-8pm

Acquiring software and downloading 30 days trial

If you have your own computer and a compatible operating system you have two options.

Adobe offers a Creative Cloud (CC) membership for students. You can acquire all their software at a discounted student price. Go to <https://creative.adobe.com/plans> to see all their plans.

You can also download a free trial version of Photoshop CC (Creative Cloud) and Dreamweaver CC from <http://www.adobe.com/downloads/>. However, the trial period lasts only 30 days. I recommend that you download the software toward the end of the quarter to help avoid the end-of-semester rush at the labs.

Evaluation

One of the primary reasons for poor performance in this course is failure to attend class, complete assignments and failure to read the syllabus and other materials.

Attendance Policy

This class is a workshop that is based on a philosophy of collaborative learning. The class is driven by a set of assignments in sequential order, with increasing levels of challenge. When a student misses class, or falls behind on an assignment, it disrupts the progress of the whole class.

Attendance counts for 10% (100 points) of your final grade and begins from the first day of classes. I will take attendance every day. You will receive points for

each class you attend; consequently, you will lose points for not attending class. Consecutive unexcused absences (over a week) will result in a letter grade penalty of the overall class grade.

Supporting documentation is required to explain the circumstances of absences. Routine events, such as conflict between class hours and internship including work hours, do not constitute an emergency. Do not schedule work, internships or classes during the COMM 2511 class. Also, **do not make travel plans during finals week.**

* Poor cell phone etiquette is frowned upon. Please put all phones on silent, and do not answer them or text in class in class.

Technology Use

This course is a technology-heavy course, but it must be used responsibly - that is, you need to stay focused on class discussion and material as a courtesy to other students and your instructor, and to do well in the class. So, do not check your email or use the Internet for tasks outside of class assignments while I am lecturing or while other students are speaking.

Quizzes

All quizzes will be conducted in class via Carmen and will be “pop” quizzes. Students must be present to take the quizzes in class **TAKING QUIZZES FROM ANY OTHER PLACE IS NOT ALLOWED**. If the student is absent from class for a quiz yet she/he takes the quiz from home or other location all points will be lost. In addition, students who missed a quiz for being late or leaving class before taking the quiz will not be allowed a make-up quiz and all the points will be lost. There will be no make-up of quizzes unless there was a documented excused absence.

Mid-term and Final Exams

In order to excel in the class, you should get through the assigned readings and lectures focusing on how you can use the information to develop design ideas and incorporate them into your design assignments. The midterm and final will be closed book and will focus on the principles of design covered in class, including readings, lectures, and technical terms and practices of the software. The final will be cumulative exam and covers all the content covered during the semester.

You are required to take the exams on the schedule days and times. Missing the midterm or final will result in zero (0) points. Make-up will only be allowed in cases of documented emergency situations.

Website Portfolio Project

Using the design principles, Photoshop and web design skills you learned in the class you'll create a website portfolio to display your design assignments. This project will consist of several steps and web pages.

Design Assignments

Bi-Weekly design assignments will help students make incremental progress in developing their website portfolio project. In each design assignment students are expected to demonstrate their new design principles and Photoshop skills.

Grading criteria

Weekly assignments and the website will be evaluated along various dimensions in a rubric. Scores will be based on creativity, design excellence, analytical thinking, attention to detail, and polished writing.

Here are some of the criteria that will be used while grading:

- Connecting your work to readings and class discussion
- Fluency with which design vocabulary is used in the text and lectures
- Demonstration of technical competence with Photoshop tools and Dreamweaver
- Understanding of visual literacy principles presented in readings or lecture
- Ability to develop creative graphic themes, designs and artwork
- Ability to critically evaluate visual communication, including self critique
- Quality writing that expresses clear thinking
- Documentation of personal discovery through visual communication

Sometimes, students will be asked to take a look at one another student's work and offer suggestions and critiques. Students are expected to be courteous with their critiques.

Penalty for late homework, design assignments and final project.

All homework, design assignments and final project are due before class on Carmen before the drop-box closed. The penalty for late work is:

- ***Photoshop and Dreamweaver Homework:*** Students are strongly encourage to work ahead of time and complete these homework assignments since they have access to all the Photoshop and Dreamweaver homework files. Therefore, **NO LATE PHOTOSHOP AND DREAMWEAVER HOMEWORK WILL BE ALLOWED AND ALL POINTS WILL BE LOST.**
- ***Design Assignments:*** After missing the drop-box each assignment is late. Late design assignments will be graded down a letter grade and will continue to lose a letter grade per day thereafter. Consequently, the submission of late design assignments after four days will be an E.
- ***Final Project:*** Students will have be working on their final website project several day before the due date. Therefore, late submission of the Final Website Project is not acceptable and ALL points will be lost.

Grade distribution: OSU Standard Scheme

930-1000 = A
900-929 = A-
870-899 = B+
830-869 = B
800-829 = B-
770-799 = C+
730-769 = C
700-729 = C-
670-699 = D+
600-669 = D
Under 600 = E

Distribution of points

Attendance	100
Photoshop & Dreamweaver Homework	100
Quizzes	100
Design Assignments	100
About (25)	
Typography (25)	
Logo (25)	
Advertising (25)	
Midterm Q&A Closed Book	200
Final Q&A Closed Book	250
Final Website Portfolio Project	150
Total	1000

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism

and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/resource_csc.asp).

Disability Services

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs.

The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901;

<http://www.ods.ohio-state.edu/>.

Calendar

I will make every attempt to adhere strictly to these dates. However, based on circumstances, some of these dates are subject to change. *Please check Carmen, where I will post changes, if necessary. Note, the Carmen calendar trumps this one.*

Week 1	Lecture Topic & Homework	Portfolio Project Due Date	Homework Due Date
8/24	-Intro syllabus, software, -labs and books -Visual language and communication lecture		
8/26	-What is Design? -Managing class files HW-Photoshop Chap 1	--	--
Week 2			
8/31	Design Process Intro to Photoshop & Tools Chap 1 - In class -HW Design Chap 1- Balance	--	
9/2	-Balance lecture -HW- Complete PS Chap 2 HW Design Chap 1- Unity		PS Chapter 1
Week 3			
9/7	-Unity lecture HW- Complete PS Chap 3		PS Chapter 2
9/9	-Photoshop Selections HW- Complete PS Chap 4		PS Chapter 3
Week 4			
9/14	-Scale and Proportion		PS Chapter 4

	-Photoshop layers HW PS Chap 5 (About Me Assign.)		
9/16	- Elements of Design HW PS Chap 6		PS Chapter 5
Week 5			
9/21	-Emphasis lecture Photoshop - Masking HW PS Chap 7 HW Design Chap 4- Typography pg 118-151		PS Chapter 6
9/23	-Typography lecture I HW PS Chap 9 HW Design Chap 2- Color pg 52-79 (Font Poem Assign)	About Me Assignment	PS Chapter 7
Week 6			
9/28	Typography and Masking Practice HW PS Chap 10		PS Chapter 9
9/30	-Color theory HW PS Chap 8		PS Chapter 10
Week 7			
10/5	Principles of Logo Design (Logo Assignment Assign.)	Font Poem Assignment	
10/7	Vector and logos		PS Chapter 8
Week 8			
10/12	Advertising Lecture (Ad Assignment) -HW PS chap13 -HW READ DW Chap 13	Logo Assignment	
10/14	-NO CLASS - AUTUMN BREAK ---MIDTERM EXAM -----		PS Chapter 13
Week 9			
10/19	-The Internet & WWW -Intro to Dreamweaver -Homework DW Chap 2-3		Dreamweaver Chapter 1
10/21	-Interface Design & Layouts -HW DW Chap 4	Ad Assignment	Dreamweaver Chapter 2 & 3

(Web Prototype Assignment)		
Week 10		
10/26	Web Anatomy Lecture -HW DW Chap 4	
10/28	Thumbnail and layout wireframes	
Week 11		
11/2	PS layout to HTML In-class Web Tutorial #1	Dreamweaver Chapter 4
11/4	Practice, review and critique of Prototypes	Website Prototype Project
Week 12		
11/9	In-class Web Tutorial #2	
11/11	-NO CLASS - Veterans day -Linking HTML pages	
Week 13		
11/16	Embedding Video Tutorial- HTML & CSS	
11/18	HTML & CSS continue	
Week 14 THANKSGIVING NO CLASSES		
11/23	THANKSGIVING NO CLASSES	
11/25	THANKSGIVING NO CLASSES	
Week 15		
11/30	Class Portfolio Presentation I	
12/2	Class Portfolio Presentation II -Final Review	Website Portfolio
Week 16		
12/7	-Final Review	
Final: Wednesday December 14		
Time: 12:00 pm- 1:45 pm		
*****Please double check with Autumn 2016 Final Examination Schedule		