Visual Communication Design

COMM 2511: Spring 2018
Location: Derby 3176 [Tuesday & Thursday 2:20 pm - 3:40 pm]

Instructor: Leonardo Carrizo
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Office Hours:
> Tuesdays & Thursdays from 11:00 am – 12:00 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 and practical design skills. We will look at examples of visual communication in various mediums and use design principles with industry standard software to create visual communication content. In addition, we will draw upon some of these insights to develop design competencies for the web. This course is ideally suited for those who might not necessarily want to become designers but hope to pursue professional careers that work closely with visual and creative elements.

Objectives

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

- Principles of visual design
- Critical thinking in relation to visual communication.
- Designing graphics and other content using Adobe Photoshop.
- Fundamentals of the web and website design.

It should be understood 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 colleges 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

All textbooks for this class are available free online via the OSU Library Safari database. If you prefer a print copy, feel free to purchase one, though this is not necessary for successful completion of the course. I'll provide a tutorial on how to access these books online the first week of class.

- Adobe Photoshop CC Classroom in a Book® (2017 release) **http://proquest.safaribooksonline.com.proxy.lib.ohio-state.edu/book/photo-and-graphic-manipulation/9780134664118**

- Adobe Dreamweaver CC Classroom in a Book® (2017 release) http://proquest.safaribooksonline.com.proxy.lib.ohio-state.edu/book/web-design-and-development/9780134665269

- The Principles of Beautiful Web Design, 3rd Edition http://proquest.safaribooksonline.com.proxy.lib.ohio-state.edu/book/web-design-and-development/9781457174353

- USE THIS FOR WEBSITE! FREE TEMPLATE - https://bootstrapmade.com/

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*, y*ou should always have multiple backup copies of your work*. If you lose your flash drive or if it becomes corrupted and you do not have a backup copy you will not get credit for any lost work*.

Software and Lab Access

In our lab, we'll use **Adobe Photoshop CC 2017** A few labs on campus have Photoshop and other programs. It is your responsibility to locate public labs with Photoshop and to complete your assignments outside class time There are many ways to use the software on your own and the syllabus provides you with due dates in advance; therefore, not being able to access the programs is not an acceptable justification for not completing your work.

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

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 **seven (7) 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 and Participation 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 loose points for not attending class. Consecutive unexcused absences (over a week) will result in a letter grade penalty of the overall class grade. You may miss **one** class for any reason (no excuse or note required) without penalty.
You are expected to arrive to class on time and to attend class for the duration of each meeting. Failure to do so will result in a reduction of your Attendance and Participation grade.

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

To earn an "A" for participation, you should (1) be prompt and attend all classes, (2) consistently participate in class discussion and activities, (3) display an understanding of the course readings, and (4) demonstrate an ability to creatively apply course concepts.

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.

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

Photoshop and Dreamweaver Lessons

Throughout the semester, you will independently complete several lessons to learn how to use Adobe Photoshop and Dreamweaver. The lessons correspond with each textbook chapter to help you put the techniques you learn into practice. You can download the lesson files from Carmen or by following the instructions in the textbooks. For each lesson, you will submit a final version of the file to Carmen. Occasionally, you will be given some class time to work on the lessons but expect to devote additional time outside of class to complete them.

Note: Sections labeled "Extra Credit" in the textbook lessons do not count for extra credit in the course.

Naming Files Unless otherwise stated, you must name your files in the following format. Failure to do so will result in a grade reduction for your assignment.

Format: Lastname_Firstname_Assignmentname.filetype
Example: Carrizo_Leonardo_PS1.psd

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 students 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 be 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.

Midterm 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 designs 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 emergencies 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.**

- Computer/technology problems will not be considered an acceptable justification for late work. If you are having difficulties with Carmen, you may email me your assignment before the deadline to receive credit.

- *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 loose 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

A 930-1000	**B** 830-868	**C** 730-769	**D** 600-669
A- 900-929	**B-** 800-829	**C-** 700-729	**E** under 600
B+ 870-899	**C+** 770-799	**D+** 670-699	

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

A General Note

Graduating seniors (and other students) who "need" this course to graduate should work especially hard to ensure that they will pass this class (a C- or higher is required for Communication and Journalism majors). There will not be opportunities for you to re-take exams or re-complete assignments in order to raise your grade. It is your responsibility to ensure that you receive a passing final grade by working diligently and responsibly throughout the semester. No exceptions will be made.

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: http://advising.osu.edu/welcome.shtml

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: http://ssc.osu.edu

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.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at http://titleix.osu.edu or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu

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/info_for_students/csc.asp).

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Accessibility accommodations for students with disabilities

Requesting accommodations
The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options.   You are also welcome to register with Student Life Disability Services to establish reasonable accommodations.   After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

SLDS contact information
Email: slds@osu.edu

Phone: 614-292-3307
Website: slds.osu.edu
Address: 098 Baker Hall, 113 W. 12th Avenue.

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
1/9	-Intro syllabus, software, -labs and books -Visual language and communication lecture		
1/11	-What is Design? -Managing class files HW-Photoshop Chap 1	--	--
Week 2			
1/16	Design Process Intro to Photoshop & Tools Chap 1 – In class -HW Design Chap 1- Balance	--	
1/18	-Balance lecture -HW- Complete PS Chap 2 HW Design Chap 1- Unity		**PS Chapter 1**
Week 3			
1/23	-Unity lecture HW- Complete PS Chap 3		**PS Chapter 2**
1/25	-Photoshop Selections HW- Complete PS Chap 4		**PS Chapter 3**
Week 4			
1/30	-Emphasis lecture -Photoshop layers HW PS Chap 5 (About Me Assign.)		**PS Chapter 4**
2/1	-Elements of Design & Texture -HW PS Chap 6		**PS Chapter 5**
Week 5			
2/6	-Lines and Shape Photoshop - Masking HW PS Chap 7 HW Design Chap 4- Typography pg 118-151		**PS Chapter 6**
2/8	Typography lecture Masking Practice HW PS Chap 8 (Typography Assign)	**About Me Assignment**	**PS Chapter 7**

Week 6			
2/13	Photoshop tutorial HW PS Chap 9		**PS Chapter 8**
2/15	Scale and Proportion HW Design Chap 2- Color pg 52-79		**PS Chapter 9**
Week 7			
2/20	-Color theory HW PS Chap 10		
2/22	Principles of Logo Design (Logo Assignment Assign.) Vector and logos	**Typography Assignment**	
Week 8			
2/27	Photoshop and review		**PS Chapter 10**
3/1	---MIDTERM EXAM -----		
Week 9			
3/6	Advertising Lecture (Ad Assignment) -Homework DW Chap 2	**Logo Assignment**	**Dreamweaver Chapter 1 – read only!**
3/8	-The Internet & WWW -Intro to Dreamweaver		**Dreamweaver Chapter 2**
Week 10 SPRING BREAK			
3/13	SPRING BREAK		
3/15	SPRING BREAK		
Week 11			
3/20	-Interface Design & Layouts -HW DW Chap 3 (Web Prototype Assignment)	**Ad Assignment**	
3/22	Web Anatomy Lecture Thumbnail and layout wireframes -HW DW Chap 4		**Dreamweaver Chapter 3**
Week 12			
3/27	Content Management Systems Working with Templates		**Dreamweaver Chapter 4**
3/29	In-class Web Tutorial #1		
Week 13			
4/3	Practice, review and critique of Prototypes In-class Web Tutorial #2		
4/5	Linking HTML pages- Embedding Video Tutorial-		
Week 14			
4/10	HTML & CSS		
4/12	Putting it all together		
Week 15			
4/17	Class Portfolio Presentation I		
4/19	Class Portfolio Presentation II Review for final	**Website Portfolio**	

Week 16	
4/24	READING DAY – No class

Final Exam Day: Friday, April 27
Time: 2:00- 3:45 pm
Location: Derby 3176

 ******Please double check with SPRING 2018 Final Examination Schedule