

SYLLABUS: COMM 2511 VISUAL COMMUNICATION DESIGN OSU HYBRID TERM – AUTUMN 2021

Instructor: Leonardo Carrizo
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In-Person classroom location: Derby Hall 3176
Class meetings: Tuesdays and Thursdays from 9:35am - 10:55am EST.

Online Zoom office Hours:
Tuesdays 2:00pm-3:00pm EST
Wednesday 2:00pm-3:00pm EST
Thursdays 2:00pm-3:00pm EST
Additional office request by appointment.

Online Office Hours Link:
Will be posted on Carmen.

Course Description

This is a Hybrid course, yet most will be in person with some online synchronous and asynchronous meetings (see calendar for online meetings). The purpose of COMM 2511 is to provide an overview of visual communication design to help students develop a sense of visual literacy. Students will be introduced to principals and elements of design concepts such as visual unity, balance, color theory, and typography amongst others. We will look at examples of visual communication and use design principles with industry standard software, Adobe Photoshop, to create visual communication content. This course is intended to be a hands-on skills visual communication design class where students will learn how to create and manipulate graphics using Adobe Photoshop. Students will be required to share their work with the class for discussion and critiques.

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.

Course learning goals and outcomes

Course goals

Students will learn how to communicate ideas using principles of visual design. They increase their understanding of visual literacy and will know how use Adobe Photoshop to create visual messages and manipulate images.

Course learning outcomes

Upon completion of the course, students should successfully be able to:

- Describe Principles of Visual Design concepts.
- Use Adobe Photoshop (industry standard) to manipulate images and produce designs for visual communication.
- Demonstrate critical thinking skills in relation to visual communication and visual literacy.
- Evaluate visual communication designs and provide constructive criticism to peers.

Mode of delivery & How this course works

This hybrid course will be presented in-person and online. Please see the course calendar to confirm In-person, Live Zoom and Asynchronous class schedule. Keep in mind that because of Covid-19 this schedule might changes.

- **In-person** classes we will cover lectures, theory, book readings and assignments in addition to class discussions and Photoshop tutorials. Students will have the opportunity to break into groups for discussions and critiques. We will use OSU's Carmen where the class is structure using weekly modules which will include pages, video lectures, tutorials, demonstrations, homework, assignments, discussions and participation, assessments quizzes and exams.
- **Live Synchronous Content** consist of live distance learning component via scheduled **Zoom meetings during regular class time**. This is an opportunity to have live lectures, discussions and review reading materials as well as project tutorials. Additional live class might be added during the semester to help students with the course.
- **Asynchronous Content** student will work on their own on Carmen using modules which will include pages, video lectures, tutorials, demonstrations,

homework, assignments, discussions and participation, assessments quizzes and exams.

Course Materials

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, rename files, copy and move files from the hard drive to a flash drive, uploading files to Carmen, backing up files to a cloud system, 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 on Carmen. 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. There will be a series of online tutorials and resources for students to learn additional practical skills.

Required books

I'll provide a tutorial on how to access these books online the first week of class (Carmen Module -Week 1 Intro).

- **Adobe Photoshop CC Classroom in a Book® (2020 release)** By Conard Chavez and Andrew Faulkner. Adobe Press. ISBN: 9780136177401
- **Visual Design Solutions: Principles and Creative Inspiration for Learning Professionals** by Connie Malamed. ISBN: 9781118863565

Recommended books Williams, R. (2014). The non-designer's design book (4th ed) San Francisco, CA. Peachpit Press.

Grading and faculty response

Evaluation and Grading

Students will be evaluated on participation in class discussions, presentations, ability to apply course material to projects, Adobe homework, exams, ability to create

professional quality work on assignments, and the ability to exchange ideas and responds to constructive criticism. The highest standards of quality work will be expected. Students must demonstrate the ability to work independently and responsibly. Quizzes and exam will be based on lectures, readings and exercises.

One of the primary reasons for poor performance in this course is failure to follow up with the class, incomplete assignments and failure to read the syllabus and other materials.

Grades

Each project will be assigned a numerical grade.

Distribution of points

Attendance (participation and discussions posts) <ul style="list-style-type: none"> 8 discussion posts x 5 points each (40 points) In-person participation meetings (60 points) 	100
Photoshop Homework <ul style="list-style-type: none"> 11 lessons 	100
Quizzes - <ul style="list-style-type: none"> 5 quizzes x 30 points each 	150
Design Assignments <ol style="list-style-type: none"> About Me (50 points) Flyer (50 points) Advertising campaign (50 points) Cinemagraph and Multiple Me (50 points) 	200
Midterm Q&A Closed Book	200
Final Q&A Closed Book	250
Total points	1000

Assignments

Attendance, participation and discussions (100 points).

In class attendance and participation points will be awarded during the semester. Discussion posts (5 points each) are scheduled on Carmen and will allow students to demonstrate their comprehension of the class materials.

Photoshop Homework (100 points)

Throughout the semester, you will work independently to complete several lessons to

learn how to use Adobe Photoshop. The lessons correspond with each textbook chapter to help you put the techniques you learn into practice.

You can download the lesson files from the link I posted on Carmen (Module Week 1-Intro) For each lesson, you will submit a final version of the file to Carmen. I will provide tutorials and examples but expect to devote additional time outside of class to complete them.

Note: Sections labeled

“Extra Credit” in the textbook lessons does not count for extra credit in the course yet you must complete them and upload to Carmen within each lesson.

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 using Proctorio (150 points).

All quizzes will be conducted in class via Carmen using Proctorio. These pre-scheduled quizzes will cover class material, lectures and technical Adobe Photoshop. There will be no make-up of quizzes unless there was a documented excused absence.

Design Assignments (200 points).

There are four design assignments that will help students make incremental progress in developing visual literacy. In each design assignment students are expected to demonstrate their new design principles and Photoshop skills.

Midterm (200 points) and Final Exams (250 points)

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 exams will be closed book and will focus on the principles of design covered in class, including readings, lectures, Adobe Photoshop, 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 using Proctorio. Missing the midterm or final will result in zero (0) points. Make-up will only be allowed in cases of documented emergencies situations.

Grading criteria

Weekly assignments 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
- Understanding of visual literacy principles presented in readings or lecture
- Ability to develop creative graphic designs
- 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, and design assignments.

All homework, and design assignments are due before class on Carmen before the drop-box closes at the determined **Eastern Standard Time**.

Make sure you upload all assignment with plenty of time (more than 15 minutes). If your assignment is uploading pass the deadline Carmen will automatically mark it as late and apply the late penalty. Slow internet connection can also play a role in late upload submissions. It is the student's responsibility to ensure their assignments are on-time.

Don't wait to the last minute to upload digital content to Carmen.

- Photoshop Homework: **Will not be acceptor passed the deadline**. Students are strongly encouraged to work ahead of time and complete these homework assignments since they have access to all the Photoshop homework files.
- Computer/technology problems will not be considered an acceptable justification for missing 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 given a letter grade reduction per day after the due date, but I will accept them.

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	

Please note: Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I do not manually round up grades. There will be opportunities for extra credit for students who choose to earn those points.

Attendance, Participation, and discussions

Credit hour and work expectation

This is a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average

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 participation and attendance requirements

Because this course requires elements of distance-education, your attendance is partly based on your online activity and participation. Remember, there will be participation discussion posts during the semester. The following is a summary of everyone's expected participation:

Online Participation is mandatory. I will track participation weekly. Assessment for participation and attendance will be in the form of completing discussion posts on Carmen and live Zoom meetings.

- **Viewing lectures:**

View recorded lectures and tutorials weekly on Carmen modules. Lecture videos will be approximately 20 minutes long (sometimes more). Students will be responsible for readings.

- **Weekly assignments**

Students will work on Adobe Photoshop homework weekly and upload to Carmen before the due date. Lessons are provided on Carmen along with the link to the book. Students will be responsible for readings and participating in class discussions posts on Carmen.

Supporting documentation is required to explain the circumstances of absences. In the event that documentation is not feasible, communication with the instructor will be considered. If you can anticipate an absence, please reach out to me via email or office hours so we can work together on how to proceed. If prior notification is not possible,

please reach out to me as soon as you can after so you can catch up with any missed class work.

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. You are expected to be in attendance and available during regular class time.

Students will be expected to be prepared to work and will be expected to work diligently throughout the course's duration. Students should be prepared to present their work at any time. All project resources will be delivered online via Carmen/Canvas. Therefore, it is required that you have access to the Internet and a working OSU e-mail address.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

- **Grading and feedback**
For large weekly assignments, you can generally expect feedback within 7-10 days.
- **E-mail**
I will reply to e-mails within 24 hours on school days (M-F).
- **Discussion board**
I will check messages in the discussion boards every 24 hours on school days.

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online and is not always appreciated in-person. The instructor works very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your class communications.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, please use APA style. For online sources, be sure to include a link.)

Course technology

Computer, software and computer labs

Since this is a Hybrid course and all assignments for this class are digital files, students will need constant access to a computer (PC or Mac) with access to the internet to connect to Carmen, email communication, uploading homework and projects. The computer needs to be able to run Adobe Photoshop 2020 and Proctorio (for exams).

You will be able to acquire Adobe Photoshop 2020 free of charge via your OSU account for the semester. More information on this process is on Carmen – Module: Week one

The OSU Digital Union has four lab options with Adobe Creative Suite

(<http://odee.osu.edu/digital-union>). Note: Digital Union labs are currently closed. New hours for the Autumn semester will be posted soon. Due to Covid-19 hours might be limited.

Locations:

- Enarson Classrooms 012
- Hagerty Hall 171A
- Denney Hall 063
- Stillman Hall 145

Hours:

- M-F 8am-5pm
- M-F 8am-5pm
- M-F 8am-5pm
- M-F 8am-5pm

Students are responsible for backing up all their digital class work (homework and projects). OSU provides students with cloud storage using OneDrive. Other forms or digital backup can include other cloud services or an external hard drive.

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

• Carmen:

- Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
- Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
- **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
 - [Carmen accessibility](#)

- **Carmen Zoom:**
 - Office hours will be held through Ohio State’s conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours.
 - Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room.
 - [Carmen Zoom](#) help guide
 - [Carmen Zoom accessibility](#)

- **Adobe Photoshop:**
 - Is the main software for this class where you’ll work on class assignments. It’s a Bitmap image manipulation tool and the industry standard.
 - It’s free for students in this class with their OSU email and Creative Cloud account.
 - [Set accessibility preferences in Adobe Photoshop OS](#)

- **Proctorio:**
 - Proctorio, an online proctoring tool, will be used during this course for quizzes, midterm exam and final exam. Students are required to have a webcam (USB or internal) with a microphone and a strong and stable internet connection. During the course of an exam, Proctorio will record the testing environment, therefore students should select private spaces for the exam session where disruptions are unlikely and where recording devices can be enabled. Instructions for Proctorio use will be provided. To use Proctorio you **must be over 18 years of age**. Additionally, the tool has **limitations in its accessibility for students reliant upon screen readers and keyboard navigation. If you have concerns about using an online proctoring tool for the reasons listed above or in general, please work with your instructor to find an equivalent alternative. Additional information on academic integrity at Ohio State and recommended proctoring options are available.**
 - Proctorio offers free [24/7 student support](#) through web chat or email.

- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Computer needs to be able to run Adobe Photoshop [See Adobe Photoshop minimum requirements](#)
- Computer needs to be able to run Proctorio [24/7 student support](#)

Necessary software

- Adobe Photoshop is the main software for the class. OSU students have access to Adobe software produces free of charge.
- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

COVID-specific policies

Please note that these policies may be updated to reflect changes in the epidemic, changes in our understanding of the disease, and changing University, local, state, and federal recommendations/mandates.

Vaccination

The COVID-19 vaccine is the single best way to protect yourself and others from the disease. Widespread vaccination also offers us our best chance of ending the pandemic and getting back to a pre-pandemic lifestyle. If you haven't already, please get vaccinated. It is safe, effective, and [free](#).

Masks and social distancing

The university requires that everyone on campus wears masks indoors (for more information, see <https://safeandhealthy.osu.edu/>). Wearing a mask that covers your mouth and nose is important because it can help slow the spread of COVID-19. There are several reasons to do this, even if you are vaccinated. First, the “Delta variant,” which is the dominant version of the virus that causes COVID in the U.S. today, is highly contagious, and has caused a huge increase in cases recently. Second, even if you are vaccinated, there have been some cases of “breakthrough” infection, where a vaccinated person becomes ill. These cases are much less severe than cases among unvaccinated individuals, but you still don't want to go through it if you don't have to. Finally, and most importantly, if you get COVID-19 you can spread it to other people, including young children and others who cannot take the vaccine. In short, masks help protect you and they help you protect other people.

Social distancing may also help slow the spread of COVID. Although classrooms are no longer configured to ensure that students can spread out, doing so may still be helpful if you have the opportunity.

Attendance

Given the continued high prevalence of COVID, including breakthrough cases among vaccinated individuals, **students should not attend class if they are feeling sick**. It is very important that individuals avoid spreading the virus to others. Most students should be able to complete a successful semester despite illness-induced absence. If you are absent due to illness, including but not limited to COVID, I will give you a reasonable opportunity to make up missed work. **You do not need to provide a physician's document of illness, but you should advise me via email as soon as you are safely able to do so.**

Recordings of class sessions

I intend to post recordings of our class sessions on Carmen. These recordings are not a substitute for the in-person learning experience. Instead, they are a tool to help those who are forced to miss class on account of illness to catch up. As such, recordings may fail to capture in-class activities, they may be incomplete in other ways, or they be entirely missing (e.g., in the event of a problem with the recording technology).

Other related resources

COVID-19 Accommodations. The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's [request process](#), managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. 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:** slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Food Security (<https://www.buckeyefoodalliance.org/>, 614-688-2508). The Ohio State University is committed to ensuring that all students have access to adequate and healthy food. Any undergraduate or graduate student with a BuckID may confidentially use the Buckeye Food Alliance food pantries. No proof of need is required. The pantry is located in Lincoln Tower, Suite 150 (1800 Cannon Dr., Columbus, OH 43210). Check the website or call for current hours.

COVID-19 emergency financial assistance (<https://sfa.osu.edu/contact-us/consumer-disclosure/COVID-19-aid>) Ohio State has emergency grants available to aid students who are facing unexpected financial challenges related to the pandemic. Students may use the funds toward any component of the cost of attendance, or for emergency costs that arise as a result of the COVID-19 pandemic such as food, housing, tuition, health care (including mental health care) or child care. Please visit the website for more information.

Instructor illness or absence

If the *instructor* is too ill to teach the course for a period of time, the designated backup for this course will step in. You will be notified via email from the School of Communication.

Other course policies

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>

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.

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

Mental Health Statement

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younklin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org

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).

Academic integrity policy

Policies for this online course

- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Accessibility accommodations for students with disabilities

Requesting accommodations

Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs.

The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu.

Accessibility of course technology

This online course requires use of CarmenCanvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.

- [Canvas accessibility \(go.osu.edu/canvas-accessibility\)](http://go.osu.edu/canvas-accessibility)
- CarmenZoom accessibility (go.osu.edu/zoom-accessibility)
- Adobe Photoshop [Set accessibility preferences in Adobe Photoshop OS](#)

Calendar

I will make every attempt to adhere strictly to these dates. However, based on circumstances, some of these dates are subject to change. ***I will communicate any necessary changes as Announcements posts on Carmen in addition to emails to the entire class.***

for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Abbreviations:

Book: Visual Design Solutions = VDS

Adobe Photoshop = PS

Read = Rd

Homework = HW

Design Assignment = DA

Chapter = Chap

Discussion post = DP

Week	Topics and readings -	Deadlines for assignments, homework, discussions, quizzes and exams dates
Week 1 – Introduction to the class and Visual Comm		
8/24	IN PERSON LECTURE -Course syllabus, overview and policies -Lecture: Visual language and communication lecture Rd: VDS Chap 1 Rd: VDS Chap 2	
8/26	IN PERSON LECTURE -Lecture VDS Chap 1 & 2 -Rd VDS Chap 3 -Download Adobe Photoshop -HW PS Lesson 1	
Week 2 – Design learners and Intro to Photoshop		
8/31	IN PERSON LECTURE -Intro to Photoshop -HW PS Lesson 1 -Video PS tutorials	Discussion post 1 due 8/31 – before 9:35am EST
9/2	IN PERSON LECTURE -Lecture on VDS Chap 3 -Rd VDS Chap 4 -HW PS Lesson 2	
Week 3 - Work like a designer and Balance		
9/7	IN PERSON LECTURE -VDS lecture: Chap 4 Graphic space -HW PS Lesson 3 -Rd VDS Chap 5	PS Lesson 1 due 9/7 – before 9:35am EST Discussion post 2 due 9/7 – before 9:35am EST
9/9	IN PERSON LECTURE -Video: Lecture Balance lecture -Photoshop tutorial: Selections -Read: VDS Chap 9 -DA: About Me Assign	PS Lesson 2 due 9/9 – before 9:35am EST
Week 4 - Unity		
9/14	IN PERSON LECTURE - Unity lecture - About me DA examples and discussion - Rd: VDS Chap 11 – Grouping	PS Lesson 3 due 9/14 – before 9:35am EST

	- HW PS Lesson 4	
9/16	IN PERSON LECTURE -Video: lecture grouping -Photoshop tutorial: layers -HW PS Lesson 5	Quiz 1 Proctorio – 9/16 before 5:00 pm EST
Week 5 - Emphasis		
9/21	IN PERSON LECTURE -Emphasis lecture -Elements of Design & Texture -Points, lines, patterns	PS Lesson 4 due 9/21 – before 9:35am EST PS Lesson 5 due 9/21 – before 9:35am EST
9/23	IN PERSON LECTURE - Shapes, 3D, Depth - HW PS Lesson 6 - Rd: VDS Chap 6	About Me Assignment 9/23 – before 9:35am EST
Week 6 - Typography		
9/28	IN PERSON LECTURE -Typography lecture -PS Masking Practice -DA: Flyer Assignment	PS Lesson 6 due 9/28 – before 9:35am EST Discussion post 3 due 9/28 – before 9:35am EST
9/30	LIVE ZOOM MEETING -Photoshop Type tutorial - HW Lesson 7 - Rd: VDS Chap 7 - Color	Quiz 2 Proctorio 9/30 due– before 5:00pm EST
Week 7- Color and Midterm Exam		
10/5	IN PERSON LECTURE -Color theory -HW PS Lesson 8 -Rd: VDS Chap 8 – Hierarchy	PS Lesson 7 due 10/5 – before 9:35am EST
10/7	ASYNCHRONOUS *** ONLINE MIDTERM EXAM ***	Midterm Proctorio time TBA 10/7
Week 8 – Hierarchy		
10/12	ASYNCHRONOUS -Video Lecture Chap 8 – Hierarchy -Rd: VDS Chap 12 – Show them where to look -HW PS Lesson 8	Flyer Assignment due 10/12 – before 9:35am EST

10/14	Instructional break (10/14) No classes	Instructional break (10/14) No classes
Week 9 – Advertising		
10/19	IN PERSON LECTURE Advertising Lecture -DA: Ad Assignment -Scale and Proportion -Rd: VDS Chap 13 – Add some Excitement -HW PS Lesson 9	PS Lesson 8 due 10/19 – before 9:35am EST Discussion post 4 due 10/19 – before 9:35am EST
10/21	ASYNCHRONOUS - Video lecture: Chap 12 - Working with shapes and the pen tool - Rd VDS Chap 14	PS Lesson 9 due 10/21 – before 9:35am EST
Week 10 – Illusion of Space and PS Layer Comps		
10/26	IN PERSON LECTURE - Lecture VDS Chap 14 – Enhance Meaning - Video: Illusion of Space	Discussion post 5 due 10/26 – before 9:35am EST
10/28	IN PERSON LECTURE -Photoshop comps -Online- practice videos -Read: VDS Chap 15 – Tell stories with Visuals - HW PS Lesson 10	Quiz 3 Proctorio 10/28 due – before 5:00pm EST
Week 11 – Graphic Motion and Rhythm		
11/2	IN PERSON LECTURE - Tell stories with Visuals - Graphic Motion	PS Lesson 10 due 10/2 – before 9:35am EST
11/4	IN PERSON LECTURE -Lecture visual rhythm -HW PS Lesson 11	Quiz 4 Proctorio 11/4 due– before 5:00pm EST Discussion post 6 due 11/4 – before 9:35am EST
Week 12 – Photoshop Video		
11/9	ASYNCHRONOUS -PS tutorials animation -PS tutorials video	Ad Assignment due 11/9 – before 9:35am EST PS Lesson 11 due 11/9 – before 9:35am EST
11/11	Veterans Day – NO CLASSES	Veterans Day – NO CLASSES
Week 13 –Cinemagraphs concept and Photoshop		

11/16	IN PERSON LECTURE - Cinemagraphs concept - Cinemagraphs in Advertising - DA: Cinemagraph Assignment	
11/18	IN PERSON LECTURE - Photoshop practice on Cinemagraphs	Quiz 5 Proctorio 11/18 due— before 5:00pm EST
Week 14 Adobe XD and Thanksgiving Break		
11/23	ASYNCHRONOUS Adobe XD intro to User Experience	Discussion post 7 due 11/23 – before 9:35am EST
11/25	Thanksgiving Break – NO CLASSES	Thanksgiving Break – NO CLASSES
Week 15 Final Presentations		
11/30	IN PERSON LECTURE Presentations 1	Cinemagraph Assignment due 11/30 – before 9:35am EST
12/2	IN PERSON LECTURE Presentations 2	Discussion post 8 due 12/2 – before 9:35am EST
Week 16 – Final review		
12/7	LIVE ZOOM MEETING Final Review	
12/9	READING DAY – NO CLASSES	READING DAY – NO CLASSES
Final Exam Day: Time: TBD Location: ONLINE Commencement: December 19		