

## **SYLLABUS: COMM 2511 VISUAL COMMUNICATION DESIGN OSU IN-PERSON TERM – AUTUMN 2024**

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**Office Phone:** (614) 247-6137

**In-Person classroom location:** Derby Hall 3176

**Class meetings:** Tuesdays and Thursdays from 2:20am - 3:40pm EST.

### **In-Person office Hours (email to confirm visit):**

Wednesdays 1:00pm-4:00pm EST

Thursday 4:00pm-5:00pm EST

Additional office request by appointment.

### **Course Description**

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: In-Person (P)

### OSU's definition of an In-Person Class (P)

A class that is conducted in person, with or without a limited amount of direct online instruction and interaction. Campus 75-100% and Online 0-24%.

- **In-person.** 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.
- **Asynchronous Content (*when scheduled*)** students 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 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.

- **Adobe Photoshop CC Classroom in a Book® (2024 release)** By Conard Chavez and Andrew Faulkner. Adobe Press.
- **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 (4<sup>th</sup> ed) San Francisco, CA. Peachpit Press.

## Required Software

To be successful in this class students will be required to have full access to Adobe Creative Cloud which includes Adobe Photoshop 2024.

The School of Communication will pay the Adobe CC license for students enrolled and majoring in Communication. All other non-communication students can purchase an Adobe CC license at a discounted price.

Students will be able to purchase Creative Cloud for the university's discounted rate of \$36/academic year (this price includes payment processing fees). Students, along with faculty and staff, can make personally-funded license purchases on the [purchase request form](#) (link is external) when it is available starting August 1.

In addition, the OSU Digital Unions labs have access to Creative Cloud. The following link lists the labs with Adobe CC access <https://learningspaces.osu.edu/digital-unions>

## 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/exams will be based on lectures, readings, tutorials 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 and assessments will be assigned a numerical grade.

### Distribution of points

Attendance (participation and discussions posts) <ul style="list-style-type: none"> <li>• 5 discussion posts x 5 points each (25 points)</li> <li>• In-person participation meetings (75 points)</li> </ul>	100
Photoshop Homework <ul style="list-style-type: none"> <li>• 11 lessons</li> </ul>	100
Design Assignments <ol style="list-style-type: none"> <li>1. About Me (50 points)</li> <li>2. Flyer (50 points)</li> <li>3. Advertising campaign (50 points)</li> <li>4. Cinemagraph and Multiple Me (50 points)</li> </ol>	200
Assessment Quiz #1 – Q&A Closed Book	200
Assessment Quiz #2 – Q&A Closed Book	200
Assessment Quiz # 3 – Q&A Closed Book	200
Total points	1000

## Assignments

### Attendance, and discussions (100 points).

In-person attendance points (75 points) will be awarded during the semester. Discussion posts (25 points) are scheduled on Carmen and will allow students to demonstrate their comprehension of the class materials.

\*Students that do not attend class two weeks in a row will have their grade reduce by a letter grade of their final score.

### 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

### **Assessment Quizzes 600 points (200 points each x 3 quizzes)**

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. Instead of having a midterm and a final exam there will be three (3) Assessment quizzes. These pre-scheduled quizzes will be closed book and will take place during class time. They will cover class material, lectures and technical Adobe Photoshop skills and vocabulary. There will be no make-up of quizzes unless there was a documented excused absence.

You are required to take the assessments quizzes on the scheduled days. Missing them will result in zero (0) points. Make-up will only be allowed in cases of documented emergencies situations.

### **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.

### **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 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 accepted after 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. Emailing instructor a few minutes before the deadline does not qualify as sufficient time.
- **Design Assignments:** After missing each assignment deadline, the 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.

## **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 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.

**In-Person attendance is mandatory.** I will track attendance weekly. Students must be in-person classes to earn points. **Lack of weekly attendance will result in addition grade reduction at the end of the semester.**

**Online Participation during synchronous meeting is mandatory (if switching to online class is necessary).** 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.

### **Absences**

**Supporting documentation is required to explain the circumstances of absences.** If 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.

### **Instructor illness or absence**

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

### **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 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**

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 2024.



## **Generated Artificial Intelligence (AI) content.**

You may not use generative AI, such as Adobe Generated Fill, ChatGPT or any other AI programs in this class. Any suspicion of it will be treated as academic misconduct and will be reported to the Committee of Academic Misconduct.

## **The OSU Digital Union labs options with Adobe Creative Suite**

You are required to have access Adobe Creative Cloud with Photoshop 2024.

The OSU Digital Unions labs have access to Creative Cloud. The following link lists the labs with Adobe CC access <https://learningspaces.osu.edu/digital-unions>

Students are responsible for backing up all their digital class work (homework and projects). OSU provides students with cloud storage. 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](https://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](#)

- **Required software 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.
- More information here: <https://it.osu.edu/adobe#CC>

- **Proctorio (if needed):**

- Proctorio, an online proctoring tool, will be used during this course for quizzes, and possibly other assessments. 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 assessment, 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](mailto:8help@osu.edu)
- **TDD:** 614-688-8743

### **Other software**

- 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.

## **Other course policies**

### **Generated Artificial Intelligence (AI) content.**

You may not use generative AI, such as Adobe Generated Fill, ChatGPT or any other AI programs in this class. Any suspicion of it will be treated as academic misconduct and will be reported to the Committee of Academic Misconduct.

### **Class recordings.**

Students are not permitted to records class with any type of devices such as phones, computer, audio recorder, apps, or any other methods. Distribution and/or reproduction of any class material to other students, online resources, organizations or platforms is prohibited since it is intellectual property.

### **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 at [titleix@osu.edu](mailto:titleix@osu.edu).

## **Religious accommodations**

Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential.

With sufficient notice, instructors will provide students with reasonable alternative accommodations with regard to examinations and other academic requirements with respect to students' sincerely held religious beliefs and practices by allowing up to three absences each semester for the student to attend or participate in religious activities. Examples of religious accommodations can include, but are not limited to, rescheduling an exam, altering the time of a student's presentation, allowing make-up assignments to substitute for missed class work, or flexibility in due dates or research responsibilities. If

concerns arise about a requested accommodation, instructors are to consult their tenure initiating unit head for assistance.

A student's request for time off shall be provided if the student's sincerely held religious belief or practice severely affects the student's ability to take an exam or meet an academic requirement and the student has notified their instructor, in writing during the first 14 days after the course begins, of the date of each absence. Although students are required to provide notice within the first 14 days after a course begins, instructors are strongly encouraged to work with the student to provide a reasonable accommodation if a request is made outside the notice period. A student may not be penalized for an absence approved under this policy.

If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the **Office of Institutional Equity**. (Policy: **Religious Holidays, Holy Days and Observances**)

### **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 or someone you know are 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](http://ccs.osu.edu) or calling [614-292-5766](tel:614-292-5766). CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on call counselor when CCS is closed at [614-292-5766](tel:614-292-5766) and 24 hour emergency help is also available 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

### **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://studentlife.osu.edu/csc/>.

### **Academic integrity policy**

Policies for this 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**

1. **The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. 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.**

**If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the [Safe and Healthy Buckeyes site](#) for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations. You can connect with**

them at [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307;  
or [slds.osu.edu](http://slds.osu.edu).

**Accessibility of course technology**

This 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)
- 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		
8/20	IN PERSON LECTURE -Course syllabus, overview and policies -Lecture: Visual language and communication lecture Rd: VDS Chap 1 Rd: VDS Chap 2	
8/22	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		
8/27	IN PERSON LECTURE -Intro to Photoshop -HW PS Lesson 1 -Video PS tutorials	Discussion post 1 due before EST
8/29	IN PERSON LECTURE -Lecture on VDS Chap 3 -Rd VDS Chap 4 -HW PS Lesson 2	
Week 3 - Work like a designer and Balance		
9/3	IN PERSON LECTURE -VDS lecture: Chap 4 Graphic space -HW PS Lesson 3 -Rd VDS Chap 5	PS Lesson 1 due before class EST
9/5	IN PERSON LECTURE -Video: Lecture Balance lecture -Photoshop tutorial: Selections -Read: VDS Chap 9 -DA: About Me Assign	PS Lesson 2 due before class EST
Week 4 – Unity and Grouping		
9/10	IN PERSON LECTURE - Unity lecture - About me DA examples and discussion - Rd: VDS Chap 11 – Grouping - HW PS Lesson 4	PS Lesson 3 due before class EST
9/12	IN PERSON LECTURE -Lecture grouping -Photoshop tutorial: layers -HW PS Lesson 5	PS Lesson 4 due before class EST
Week 5 – Emphasis, Elements of Design and Depth		
9/17	IN PERSON LECTURE -Emphasis lecture -Elements of Design & Texture -Points, lines, patterns	PS Lesson 5 due before class EST
9/19	IN PERSON LECTURE - Lecture: Shapes, 3D, Depth - HW PS Lesson 6 - Rd: VDS Chap 6	About Me Assignment due before class EST
Week 6 - Typography and Assessment Quiz # 1		

9/24	IN PERSON LECTURE Assessment Quiz # 1	Assessment Quiz # 1 from 2:30pm to 3:40pm
9/26	IN PERSON LECTURE -Typography lecture -PS Masking Practice -DA: Flyer Assignment	Discussion post 2 due before class EST
Week 7- Typography and Color		
10/1	IN PERSON LECTURE -Photoshop Type tutorial - HW Lesson 7 - Rd: VDS Chap 7 - Color	PS Lesson 6 due before class EST
10/3	IN PERSON LECTURE -Color theory -HW PS Lesson 8 -Rd: VDS Chap 8 – Hierarchy	PS Lesson 7 due before class EST
Week 8 – Hierarchy and Advertising		
10/8	IN PERSON LECTURE -Color continue and practice Video Lecture Chap 8 – Hierarchy -Rd: VDS Chap 12 – Show them where to look -HW PS Lesson9	PS Lesson 8 due before class EST
10/10	*** AUTUMN BREAK – NO CLASS ***	
Week 9 – Advertising, Illusion of Space and PS Layer Comps		
10/15	IN PERSON LECTURE Advertising Lecture -DA: Ad Assignment -Rd: VDS Chap 13 – Add some Excitement	Flyer Assignment due before class EST
10/17	IN PERSON LECTURE -Scale and Proportion -Add some Excitement -HW PS Lesson 9	Discussion post 3 due before class EST
Week 10 – Enhance meaning & Layer Comps		
10/22	IN PERSON LECTURE - Lecture VDS Chap 14 – Enhance Meaning - Video: Illusion of Space - Video lecture: Chap 12 - Rd VDS Chap 14	PS Lesson 9 due before class EST
10/24	IN PERSON LECTURE	



	Lecture Photoshop Layer comps - Video tutorial: Shapes and the pen tool -Read: VDS Chap 15 – Tell stories with Visuals - HW PS Lesson 10	
Week 11 – Stories, Rhythm & Photoshop Layer comps		
10/29	IN PERSON LECTURE -Lecture visual rhythm -PS tutorials: motion -HW PS Lesson 11 -Tell stories with Visuals	PS Lesson 10 due before class EST
10/31	IN PERSON Assessment Quiz # 2	Assessment Quiz # 2 – from 2:20pm to 3:40pm
Week 12 – Graphic Motion & Photoshop working with video		
11/5	ASYNCHRONOUS* Election Day - Lecture: Photoshop Video options - PS tutorials animations - DA: Cinemagraph Assignment	Discussion post 4 due before class EST
11/7	IN PERSON LECTURE Photoshop and AI -Graphic Motion	Ad Assignment due 11/7 due before class EST
Week 13 –Cinemagraphs concept and Multiple Me		
11/12	IN PERSON LECTURE - Cinemagraphs concept - Cinemagraphs in Advertising	PS Lesson 11 due before class EST
11/14	IN PERSON LECTURE - Photoshop practice on Multiple Me - Photoshop practice on Cinemagraphs	Discussion post 5 due before class EST
Week 14 – Parallax effect		
11/19	IN PERSON LECTURE -Photoshop Tutorial Parallax effect 2.0 -Work on Presentation	
11/21	IN PERSON LECTURE -Presentations	Cinemagraph Assignment due before class EST
Week 15 Review & THANKSGIVING Break		
11/26	ASYNCHRONOUS -FINAL REVIEW	
11/28	*** Thanksgiving – NO CLASS ***	

Week 16 Final Exam during class time

12/3	IN PERSON Assessment Quiz # 3	Assessment Quiz # 3 from 2:20pm to 3:40pm
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**Commencement:** Dec 15 for graduating Seniors