# SYLLABUS: COMM 2511
# VISUAL COMMUNICATION DESIGN
# OSU IN-PERSON TERM – SPRING 2026

**Credit hours:** 3
**In-Person**: Derby Hall 3176
**Class meetings:** Tuesdays and Thursdays from 9:35am - 10:55am EST.

**Instructor:** Leonardo Carrizo
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**Email:** carrizo.1@osu.edu **DO NOT USE** carrizo.1@buckeyemail.osu.edu
**Office Phone:** (614) 247-6137
**In-Person office Hours (email to confirm visit):**
  Wednesdays 12:30pm-4:00pm EST
  Additional office appointment by request

## Course Description

COMM 2511 introduces students to the fundamentals of visual communication design, with an emphasis on developing visual literacy. Students will explore key principles and elements of design—such as visual unity, balance, color theory, and typography—through hands-on projects using Adobe Photoshop, an industry-standard software.

The course emphasizes practical skills in creating and manipulating graphics for visual messaging. Students will engage in critiques and discussions to refine their work and develop a critical eye for design.

This course is ideal for students who may not intend to become professional designers but plan to work in fields that involve visual and creative communication.

## Course goals

By the end of the course, students will:

- Develop foundational skills in visual communication design.
- Enhance their understanding of visual literacy and design principles.
- Learn to use Adobe Photoshop to create and manipulate visual messages.

## Course learning outcomes

Upon successful completion of the course, students will be able to:

- **Describe** key principles and elements of visual design.

- **Apply** Adobe Photoshop tools to manipulate images and produce visual communication content.
- **Demonstrate** critical thinking in analyzing visual messages and design choices.
- **Evaluate** peer work and provide constructive feedback during critiques.

## 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 only)* 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 Classroom in a Book® (2026 release)** By Conard Chavez. Adobe Press.

- **Visual Design Solutions: Principles and Creative Inspiration for Learning Professionals** by Connie Malamed. **ISBN: 9781118863565**

## Required Software

To be successful in this class students are required to have full access to Adobe Creative Cloud which includes Adobe Photoshop 2026 and Adobe Bridge 2026.

Students will be able to acquire Creative Cloud for free or purchase at the university's discounted rate.

Follow the instructions on this link to access Adobe Creative Cloud.
https://it.osu.edu/adobe#CC

*How to Request or Purchase Adobe Creative Cloud*
1. Visit the software request form in ServiceNow (opens in new window) and log in.
2. Select Adobe Creative Cloud Enterprise in the dropdown.
3. Select "Professional/Academic Use" or "Personal Use" (If "Personal Use" is selected, a credit card is required for payment).
4. Read and accept the Terms and Conditions and click "Order Now".
5. Click "Checkout".

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

High standards of quality are expected throughout the course. Students must demonstrate the ability to work independently, meet deadlines, and engage responsibly with course materials and peers.

**Note:** One of the primary reasons for poor performance in this course is a lack of engagement, including frequent absences, incomplete assignments, and failure to read the syllabus and other required materials.

Students will be evaluated based on the following criteria:

- Participation in class discussions and presentations

- Ability to apply course concepts to design projects
- Completion and quality of Adobe Photoshop assignments
- Performance on quizzes and exams based on lectures, readings, tutorials, and exercises
- Ability to produce professional-quality work
- Willingness to exchange ideas and respond to constructive criticism

## Grades
Each project and assessments will be assigned a numerical grade.

## Distribution of points

| | |
|---|---|
| Attendance (participation and discussions posts)<br>• 5 discussion posts x 5 points each (25 points)<br>• In-person participation meetings (75 points) | 100 |
| Photoshop Homework<br>• Lessons 1-8, 10,11 and 15 | 100 |
| Design Assignments<br>1. About Me (50 points)<br>2. Flyer (50 points)<br>3. Advertising campaign (50 points)<br>4. Cinemagraph and Multiple Me (50 points) | 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 attendant class two weeks in a row will have their grade reduce by a letter grade of their final score.

## Photoshop Homework weekly assignments (100 points)

Students are expected to complete weekly Adobe Photoshop homework assignments and upload their final files to Carmen before the due date. Each assignment aligns with textbook chapters and is designed to reinforce the Photoshop techniques and tools.

All lesson materials are available on Carmen, along with a link to the required textbook. You can download the lesson files from Carmen on Module Week 1 section. While in-class tutorials will be provided, you should plan to spend additional time outside of class to complete these lessons independently.

**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.

**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**: <mark>Will not be accepted after the deadline</mark>. 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.

## 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 and policies

## 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 2025.

## Class recordings.

Students are not permitted to record class with any type of devices such as phones, computers, audio recorder, apps or any other methos. Distribution and/or reproduction of any class material to other students, online resources, organization or platforms including Generative Artificial Intelligence (GenAI) is prohibited since it is intellectual property.

## 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.

## Generated Artificial Intelligence (AI) content.

This course focuses on developing your understanding of **Visual Communication**, **Design Principles**, and practical skills in creating visual messages using **Adobe Photoshop**. While we will explore Photoshop's built-in GenAI features, most design assignments must demonstrate your personal mastery of Photoshop's core tools and functions—without relying on GenAI.

You are welcome to experiment with innovative tools and technologies, including GenAI, for certain conceptual examples, presentations, or designated assignments. The instructor will clearly indicate when GenAI is permitted and how it may be used.

**Important Guidelines:**

- **Design Assignments**: Unless otherwise specified, GenAI should not be used. Your work must reflect your own understanding and skill.
- **Written Assignments**: All discussion posts, reflections, and written submissions must be original and created without the use of AI tools.
- **Academic Integrity**: Submitting GenAI-generated content as your own is a violation of Ohio State's Academic Integrity Policy and the Code of Student

Conduct. Unauthorized use will result in a referral to the Committee on Academic Misconduct.

- **Verification**: If GenAI use is suspected in a prohibited context, you may be asked to explain your creative process.

GenAI is evolving rapidly. If you have questions about this policy or the use of GenAI tools—whether standalone (e.g., Microsoft Copilot) or embedded in other platforms—please reach out during office hours listed in the syllabus.

## The OSU Digital Union labs options with Adobe Creative Suite
You are required to have access Adobe Creative Cloud with Photoshop 2026.

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://it.osu.edu/help , 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.   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
    - 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

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

# Other Importance course policies

## Academic Misconduct

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute Academic Misconduct.

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so please review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If an instructor suspects that a student has committed academic misconduct in this course, the instructor is obligated by University Rules to report those suspicions to the Committee on Academic Misconduct. If COAM determines that a student violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in the course and suspension or dismissal from the University.

If students have questions about the above policy or what constitutes academic misconduct in this course, they should contact the instructor.

## 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.

## 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)

# Disability Statement (with accommodation for illness)

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If students anticipate or experience academic barriers based on a disability (including mental health and medical conditions, whether chronic or temporary), they should let their instructor know immediately so that they can privately discuss options. Students do not need to disclose specific information about a disability to faculty. To establish reasonable accommodations, students may be asked to register with Student

Life Disability Services (see below for campus-specific contact information). After registration, students should make arrangements with their instructors as soon as possible to discuss your accommodations so that accommodations may be implemented in a timely fashion.

If students are ill and need to miss class, including if they are staying home and away from others while experiencing symptoms of viral infection or fever, they should let their instructor know immediately. In cases where illness interacts with an underlying medical condition, please consult with Student Life Disability Services to request reasonable accommodations.

slds@osu.edu

https://slds.osu.edu/

098 Baker Hall, 113 W. 12th Ave

614-292-3307 phone

### Intellectual Diversity

Ohio State is committed to fostering a culture of open inquiry and intellectual diversity within the classroom. This course will cover a range of information and may include discussions or debates about controversial issues, beliefs, or policies. Any such discussions and debates are intended to support understanding of the approved curriculum and relevant course objectives rather than promote any specific point of view. Students will be assessed on principles applicable to the field of study and the content covered in the course. Preparing students for citizenship includes helping them develop critical thinking skills that will allow them to reach their own conclusions regarding complex or controversial matters.

### Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a welcoming community. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation,

or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Civil Rights Compliance Office (CRCO):

Online reporting form: http://civilrights.osu.edu/

Call 614-247-5838 or TTY 614-688-8605

civilrights@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Civil Rights Compliance Office to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

**Counseling and Consultation Services / 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 or calling 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 and 24 hours emergency help is also available 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

**Military-Connected Students**

The Military and Veterans Services (MVS) Office offers a wide range of resources for military-connected students. Whether using educational benefits or not, all military-connected students are encouraged to learn more about how the university supports military-connected students (i.e., information about tutoring, transition services, access to the veteran's lounge, etc.). For service members, should you receive military orders during the semester or know of classes that will be missed due to service commitments, please speak with your instructor as soon as possible on possible accommodations. MVS contact information: milvets@osu.edu; 614-247-VETS; veterans.osu.edu/; 185 Student Academic Services Building, 281 W. Lane Avenue.

**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)
- 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.*

**Abbreviations:**

| | |
|---|---|
| Book: Visual Design Solutions | VDS |
| Book: Adobe Photoshop | PS |
| Read | Rd |
| Homework | HW |
| Design Assignment | DA |
| Chapter | Chap |
| Discussion Post | DP |
| Eastern Standard Time | EST |

- Reading (Rd) assignments are listed the prior class date for the following meeting.

| Week | Topics and readings - | Deadlines for assignments, homework, discussions, quizzes and exams dates |
|---|---|---|
| Week 1 – Introduction to the class and Visual Comm | | |
| 1/13 | Course syllabus, overview and policies | |

| | | |
|---|---|---|
| | Lecture: Visual language and communication lecture<br>Rd: VDS Chap 1<br>Rd: VDS Chap 2 | |
| 1/15 | Lecture VDS Chap 1 & 2<br>Rd VDS Chap 3<br>Download Adobe Photoshop<br>HW PS Lesson 1 | |
| **Week 2 – Design learners and Intro to Photoshop** | | |
| 1/20 | Intro to Photoshop<br>HW PS Lesson 1<br>Video PS tutorials | Discussion post 1 due before class EST |
| 1/22 | Lecture on VDS Chap 3<br>Rd VDS Chap 4<br>HW PS Lesson 2 | |
| **Week 3 - Work like a designer and Balance** | | |
| 1/27 | ASYNCHRONOUS<br>VDS lecture: Chap 4 Graphic space<br>HW PS Lesson 3<br>Rd VDS Chap 5 | PS Lesson 1 due before class EST |
| 1/29 | Lecture: Balance<br>Photoshop tutorial: Selections<br>Read: VDS Chap 9<br>DA: About Me Assign | PS Lesson 2 due before class EST |
| **Week 4 – Unity and Grouping** | | |
| 2/3 | Lecture: Unity<br>About me DA examples and discussion<br>Rd: VDS Chap 11 – Grouping<br>HW PS Lesson 4 | PS Lesson 3 due before class EST |
| 2/5 | Lecture: grouping<br>Photoshop tutorial: layers<br>HW PS Lesson 5 | PS Lesson 4 due before class EST |
| **Week 5 – Emphasis, Elements of Design and Depth** | | |
| 2/10 | Lecture: Emphasis<br>Elements of Design & Texture<br>Points, lines, patterns | PS Lesson 5 due before class EST |
| 2/12 | Lecture: Shapes, 3D, Depth<br>HW PS Lesson 6<br>Rd: VDS Chap 6 | About Me Assignment due before class EST |
| **Week 6 – Typography and Assessment Quiz # 1** | | |

| | | |
|---|---|---|
| 2/17 | IN PERSON<br>Assessment Quiz # 1 | Assessment Quiz # 1<br>during class time |
| 2/19 | Lecture: Typography<br>PS Masking Practice<br>DA: Flyer Assignment | Discussion post 2 due before<br>class EST |
| **Week 7- Typography and Color** | | |
| 2/24 | Photoshop Type tutorial<br>HW Lesson 7<br>Rd: VDS Chap 7 - Color | PS Lesson 6 before due<br>before class EST |
| 2/26 | Lecture: Color theory<br>HW PS Lesson 8<br>Rd: VDS Chap 8 – Hierarchy | PS Lesson 7 before due<br>before class EST |
| **Week 8 – Hierarchy and Advertising** | | |
| 3/3 | Video Lecture Chap 8 – Hierarchy<br>Rd: VDS Chap 12 – Show them where to look<br>HW PS Lesson 8 | Flyer Assignment– due<br>before class EST |
| 3/5 | Advertising Lecture<br>DA: Ad Assignment<br>Rd: VDS Chap 13 – Add some Excitement | PS Lesson 8 before due<br>before class EST |
| **Week 9 – Illusion of Space and PS Layer Comps** | | |
| 3/10 | Lecture VDS Chap 14 – Enhance Meaning<br>HW PS Lesson 9<br>Lecture Photoshop Layer comps | Discussion post 3 due before<br>class EST |
| 3/12 | ASYNCHRONOUS<br>Video: Illusion of Space<br>Video lecture: Chap 12<br>Video tutorial: Shapes and the pen tool<br>Rd VDS Chap 14<br>Add some Excitement | PS Lesson 10 before due<br>before class EST |
| **Week 10 – SPRING BREAK – no classes** | | |
| 3/17 | SPRING BREAK – no classes | |
| 3/19 | SPRING BREAK– no classes | |
| **Week 11 – Stories & Assessment Quiz # 2** | | |

| 3/24 | Lecture: Tell stories with Visuals (chap 15) HW PS Lesson 10 | PS Lesson 15 due before class EST |
|---|---|---|
| 3/26 | IN PERSON Assessment Quiz # 2 | Assessment Quiz # 2 during class time |
| **Week 12 – Graphic Motion & Photoshop working with video** | | |
| 3/31 | Graphic Motion -Lecture visual rhythm PS tutorials: motion HW PS Lesson 11 | Discussion post 4 due before class EST |
| 4/2 | Lecture: Photoshop Video options PS tutorials animations DA: Cinemagraph Assignment | Ad Assignment due before class EST |
| **Week 13 –Cinemagraphs concept and Multiple Me** | | |
| 4/7 | Cinemagraphs concept Cinemagraphs in Advertising | PS Lesson 11 due before class EST |
| 4/9 | Photoshop practice on Multiple Me Photoshop practice on Cinemagraphs | Discussion post 5 before class EST |
| **Week 14 – Parallax effect and Presentations** | | |
| 4/14 | Parallax effect Photoshop AI | |
| 4/16 | Presentations I | Cinemagraph Assignment– due before class EST |
| **Week 15 Review & Final Exam during class time** | | |
| 4/21 | Presentations II REVIEW | |
| 4/23 | IN PERSON Assessment Quiz # 3 | Assessment Quiz # 3 during class time EST |
| **Commencement:** Sunday, May 10, 2026, for graduating Seniors | | |