THE OHIO STATE UNIVERSITY

School of Communication

Visual Communication Design

COMM 2511: Autumn 2019
Location: Derby 3176 [Tuesday & Thursday 9:35 am - 10:55 am]

Instructor: Leonardo Carrizo
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Office Hours:
Tuesdays & Thursdays from 2:00 am – 3:00 pm
Wednesdays from 1:00 pm – 3:00 pm
or 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 us 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 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 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 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 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.

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- Demonstrate critical thinking skills in relation to visual communication and visual literacy.
- Evaluate visual communication designs and provide constructive criticism to peers.

Requirements

Prerequisites

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

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

Textbooks

All textbooks for this class are available **free** online via the OSU Library Safari database. If you prefer a print copy, feel free to purchase one, though this is not necessary for successful completion of the course. There will be a series of online tutorials and resources for students to learn additional practical skills.

I'll provide a tutorial on how to access these books online the first week of class.

Required books

- Adobe Photoshop CC Classroom in a Book® (2019 release)
https://learning.oreilly.com/library/view/adobe-photoshop-cc/9780135285275/

- Visual Design Solutions: Principles and Creative Inspiration for Learning Professionals
https://learning.oreilly.com/library/view/visual-design-solutions/9781118864043/

Recommended books

- Williams, R. (2014). The non-designer's design book (4th ed) San Francisco, CA. Peachpit Press. http://proquest.safaribooksonline.com.proxy.lib.ohio-state.edu/book/graphic-design/9780133966350

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

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

Required Flash Drives

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

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

Software and Lab Access

In our lab, we'll use **Adobe Photoshop CC 2019** A few labs on campus have Photoshop and other programs. It is your responsibility to locate public labs with Photoshop and to complete your assignments outside class time There are many ways to use the software on your own and the syllabus provides you with due dates in advance; therefore, not being able to access the programs is not an acceptable justification for not completing your work.

The Digital Union has four lab options with Adobe Creative Suite

(http://odee.osu.edu/digital-union). Their locations and hours are listed below. Note: Digital Union labs are closed on university holidays and on Sundays preceding Monday holidays.

Locations:	**Hours:**
• Enarson Classrooms 012	• Mon-Thu: 8am-8pm
• Hagerty Hall 171A	• Friday: 8am-5pm
• Prior Hall 460A	• Saturday: Closed
• Stillman Hall 145	• Sunday: 2pm-8pm

Acquiring software and downloading

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

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

• You can also download a free trial version of Photoshop CC (Creative Cloud) from http://www.adobe.com/downloads/. However, the trial period lasts only **seven (7) days**.

Evaluation

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

Attendance and Participation Policy

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

Attendance counts for 10% (100 points) of your final grade and begins from the first day of classes. I will take attendance every day. You will receive points for each class you attend; consequently, you will lose points for not attending class. Consecutive unexcused absences (over a week) will result in a letter grade penalty of the overall class grade. You may miss **one** class for any reason (no excuse or note required) without penalty.

You are expected to arrive to class on time and to attend class for the duration of each meeting. Failure to do so will result in a reduction of your Attendance and Participation grade.

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

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

Technology Use

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

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

Photoshop Lessons

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 Carmen or by following the instructions in
the textbooks. For each lesson, you will submit a final version of the file to
Carmen. Occasionally, you will be given some class time to work on the lessons but expect
to devote additional time outside of class to complete them.

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

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

    Format: Lastname_Firstname_Assignmentname.filetype
    Example: Carrizo_Leonardo_PS1.psd

Quizzes

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

Midterm and Final Exams

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

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

Design Assignments

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

Grading criteria

Weekly assignments 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, design assignments and final project.

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

- *Photoshop Homework: Students are strongly encouraged to work ahead of time and complete these homework assignments since they have access to all the Photoshop homework files. Therefore, NO LATE PHOTOSHOP HOMEWORK WILL BE ALLOWED AND ALL POINTS WILL BE LOST.*

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

- *Design Assignments:* After missing the drop-box each assignment is late. Late design assignments will be graded down a letter grade and will continue to lose a letter grade per day thereafter. Consequently, the submission of late design assignments after four days will be an E.

Grade distribution: OSU Standard Scheme

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

Distribution of points

Attendance	100
Photoshop Homework	100
Quizzes	100

Design Assignments
    About Me (50)
    Flyer (50)
    Logo (50)
    Advertising (50)
    Cinemagraph (50)
	250

Midterm Q&A Closed Book	200
Final Q&A Closed Book	250
Total	1000

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

Student Academic Services

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

Student Services

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

Diversity

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

Title IX

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

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/info_for_students/csc.asp).

Copyright Disclaimer

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

Accessibility accommodations for students with disabilities

Requesting accommodations
The University strives to make all learning experiences as accessible as possible. If you anticipate or experience

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

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

Calendar

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

Week 1	Topics & assignments	Design assignments Due	Photoshop Homework Due
8/20	-Course overview -Visual language and communication lecture Read: Visual Design Solutions Chap 1		
8/22	-What is Design? -Design Process -HW PS Lesson 1 Read: Visual Design Solutions Chap 2		
Week 2			
8/27	-Intro to Photoshop Read: Visual Design Solutions Chap 3		
8/29	-Designer works space, tool-box Know the technical terms -HW PS Lesson 2 Read: Visual Design Solutions Chap 4		PS Lesson 1
Week 3			
9/3	-Graphic space -Balance lecture -HW PS Lesson 3 Read: Visual Design Solutions Chap 5		PS Lesson 2
9/5	-Selecting images -Photoshop Selections		

	-HW PS Lesson 4 Read: Visual Design Solutions Chap 9 continue- -About Me Assign		
Week 4			
9/10	-Unity lecture Read: Visual Design Solutions Chap 11 - Grouping		PS Lesson 3
9/12	-Photoshop layers -HW Lesson 5		
Week 5			
9/17	-Emphasis lecture -Elements of Design & Texture -Points, lines, patterns		PS Lesson 4
9/19	-Shapes, 3D, Depth - HW Lesson 6 Read: Visual Design Solutions Chap 6 - Type	About Me Assignment	PS Lesson 5
Week 6			
9/24	-Typography lecture -Masking Practice -Flyer Assignment		PS Lesson 6
9/26	-Photoshop Type tutorial - HW Lesson 7 Read: Visual Design Solutions Chap 7 - Color		
Week 7			
10/1	-Color theory I -In-class exercise		PS Lesson 7
10/3	-Color theory II -HW PS Lesson 8 -Practice and review	Flyer Assignment	
Week 8			
10/8	---MIDTERM EXAM	Midterm	Midterm
10/10	Autumn Break – No class		
Week 9			
10/15	-Principles of Logo Design - (Logo Assignment Assign.) Read: Visual Design Solutions Chap 12 – Show them where to look -HW PS Lesson 8		
10/17	-Vector vs Bitmaps in -Logos - in-class exercise -HW PS Lesson 9		PS Lesson 8
Week 10			
10/22	-Advertising Lecture -Ad Assignment		PS Lesson 9
10/24	-Advertising across platforms In-class exercise	Logo Assignment	
Week 11			
10/29	-Scale and Proportion		

	Read: Visual Design Solutions Chap 8 – Hierarchy		
10/31	- Illusion of Space -HW PS Lesson 10 -Read: Visual Design Solutions Chap 13 – Add some Excitement		
Week 12			
11/5	-Photoshop comps -Read: Visual Design Solutions Chap 14 – Enhance Meaning		PS Lesson 10
11/7	-Visual Rhythm -Graphic Motion -Read: Visual Design Solutions Chap 15 – Tell stories with Visuals		
Week 13			
11/12	-Intro to Cinemagraphs -Photoshop and in-class exercise	Ad Assignment	
11/14	- Social Media Strategies - Cinemagraph Assignment		
Week 14			
11/19	Intro to Adobe XD – Prototyping		
11/21	ADOBE XD – Prototyping In-class exercise		
Week 15			
11/26	Work on final assignment		
11/28	Thanksgiving – no class		
Week 16			
12/3	Review for Final exam	Cinemagraph Assignment	

Final Exam Day: Friday, Dec 6
Time: 8:00am-9:45am
Location: Our classroom

 ******Please double check with Autumn 2019 Final Examination Schedule