

SYLLABUS: COMM 2511 VISUAL COMMUNICATION DESIGN OSU UNIT HYBRID TERM – AUTUMN 2020

Instructor: Leonardo Carrizo
Office: 327 Journalism Building
Email: carrizo.1@osu.edu
Phone: (614) 247-6137

Course meeting Location: Scott Lab E001 113 [11:10 am - 12:30 pm] on selected days.

Zoom meetings every Wednesday and Fridays during regular class time: 11:10am – 12:30pm.

Online Office Hours:
[Zoom Office hours link](#)

Tuesdays 1:00 pm – 2:00 pm
Wednesdays 1:00 pm – 2:00 pm
Thursdays 1:00 pm – 2:00 pm
Fridays 1:00 pm – 2:00 pm
or by appointment.

Course Description

This is a Hybrid course. 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 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. After 11/28, the University has mandated that all classes and exams will move 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 will take place on **8/26, 8/28, 9/2, 9/9, 9/16, 10/7, 10/28, 11/11 and 11/18** at Scott Lab E001 from 11:10 am to 12:30 pm. Where we will cover lectures, theory, book readings and assignments in addition to class discussions.
- **Live Synchronous Content** consist of live distance learning component via scheduled **Zoom meetings during regular class time: 11:10 am to 12:30.** This is an opportunity to have live lectures, discussions and review reading materials as well as project tutorials. Student will have the opportunity to break into groups for discussions and critiques. Additional live class might be added during the semester to help students with the course.

- **Asynchronous Content** will be available every week 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.

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

Required books

Adobe Photoshop CC Classroom in a Book® (2020 release) By Conard Chavez and Andrew Faulkner. Adobe Press. ISBN: 9780136177401

<https://learning.oreilly.com/library/view/adobe-photoshop-cc/9780135285275/>

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

<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>

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

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 quizzes and discussions posts) <ul style="list-style-type: none">• 8 discussion posts x 5 points each (40 points)• 4 participation quizzes x 5 points each (20 points)• In-person meetings (40 points)	100
Photoshop Homework <ul style="list-style-type: none">• 11 lessons	100
Quizzes - Proctorio <ul style="list-style-type: none">• 5 quizzes x 30 points each	150
Design Assignments <ol style="list-style-type: none">1. About Me (50 points)2. Flyer (50 points)3. Advertising campaign (50 points)4. 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).

There will be short weekly quizzes to assess students' participation and attendance on Carmen at the end of each module. Participation points will also be awarded on Carmen based on online Discussion posts. Discussion posts 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, design assignments and final project.

All homework, design assignments are due before class on Carmen before the drop-box closed **Eastern Standard Time**. Late assignments will receive an automatic 10% points reduction per day after the due date.

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: 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 10% points reduction per day after the due date.

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 quizzes 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 short weekly quizzes, completing discussion posts on Carmen and live Zoom meetings.

- **Viewing lectures:**

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

- **Live Zoom meetings**

Students are required to join in live Zoom meeting for class participation and activities.

- **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.

- **Participation quizzes**

There will be short weekly quizzes to assess students' participation and attendance on Carmen at the end of each module.

- **Office hours:**

We are available to help you to learn, understand, and grow as individuals. If your question is something that you believe may be of interest to others in the class, please post to the "Ask the instructor" discussion board. Office hours are digital via Carmen Zoom.

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 Zoom 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.

- **Discussion board**

I will check and reply to 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 assignment 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 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
- Prior Hall 460A
- Stillman Hall 145

Hours:

- TBA
- TBA
- TBA
- TBA

Students are responsible for backing up all their digital class work (homework and projects). OSU provides students with cloud storage using Buckeye Box <https://box.osu.edu/> Other forms of 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 is posted on the course Carmen page under Files.
- 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. Proctorio offers you flexibility to take your exams at the time and in the location of your choosing. 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
- Web cam and microphone
- 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 products 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

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 Younkin 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

COVID-19 and Illness Policies

University COVID policies

"Health and safety requirements: All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>), which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will result in a warning first, and disciplinary actions will be taken for repeated offenses."

COVID request accommodation

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.

Student illness or absence

If you are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. All materials will be made available on Carmen, including lecture recordings and slides. Alternate assignments or extensions may be arranged.

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.

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.

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

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).

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 -	Assignments, homework, discussions, quizzes and exams dates
Week 1 – Introduction to the class and Visual Comm		
8/26	IN PERSON LECTURE -Course overview -Visual language and communication lecture Rd: VDS Chap 1 Rd: VDS Chap 2	
8/28	IN PERSON LECTURE -Review of VDS Chap 1 & 2 -Rd VDS Chap 3 -Download Adobe Photoshop -HW PS Lesson 1	Participation quiz 1 due 8/28 – before 5:00 pm EST
Week 2 – Design learners and Intro to Photoshop		
9/2	IN PERSON LECTURE -Intro to Photoshop -HW PS Lesson 1 -Video PS tutorials	Discussion post 1 due 9/2 – before 11:10am EST
9/4	LIVE ZOOM MEETING -Video: Lecture on VDS Chap 3 -Rd VDS Chap 4 -HW PS Lesson 2	PS Lesson 1 due 9/4 – before 11:10am EST
Week 3 - Work like a designer and Balance		
9/9	IN PERSON LECTURE -VDS lecture: Designer works space -HW PS Lesson 3 -Rd VDS Chap 5	Discussion post 2 due 9/9 – before 11:10am EST PS Lesson 2 due 9/11 – before 11:10am EST
9/11	LIVE ZOOM MEETING -Video: Lecture Balance lecture -Photoshop tutorial: Selections -Read: VDS Chap 9 -DA: About Me Assign	Participations quiz 2 9/11 – before 5:00 pm EST
Week 4 - Unity		
9/16	IN PERSON LECTURE - Unity lecture - About me DA examples and discussion - Rd: VDS Chap 11 – Grouping - HW PS Lesson 4	PS Lesson 3 due 9/16 – before 11:10am EST

9/18	LIVE ZOOM MEETING -Video: lecture grouping -Photoshop tutorial: layers -HW PS Lesson 5	Quiz 1 Proctorio – 9/18– before 5:00 pm EST
Week 5 - Emphasis		
9/23	LIVE ZOOM MEETING -Emphasis lecture -Elements of Design & Texture -Points, lines, patterns	PS Lesson 4 due 9/23 – before 11:10am EST
9/25	ASYNCHRONOUS - Shapes, 3D, Depth - HW PS Lesson 6 - Rd: VDS Chap 6	About Me Assignment 9/25 before 11:10am EST PS Lesson 5 due 9/25 – before 11:10am EST
Week 6 - Typography		
9/30	LIVE ZOOM MEETING -Typography lecture -Masking Practice -DA: Flyer Assignment	PS Lesson 6 due 9/30 – before 11:10am EST Discussion post 3 due 9/30 – before 11:10am EST
10/2	LIVE ZOOM MEETING -Photoshop Type tutorial - HW Lesson 7 - Rd: VDS Chap 7 - Color	Quiz 2 Proctorio 10/2 due– before 5:00pm EST
Week 7- Color		
10/7	IN PERSON LECTURE -Color theory I -In-class exercise	PS Lesson 7 due 10/7 – before 9:35am EST
10/9	LIVE ZOOM MEETING - Color theory II - HW PS Lesson 8 - Rd: VDS Chap 8 – Hierarchy	Participation quiz 3 10/9– before 5:00 pm EST
Week 8 – Midterm and logo		
10/14	MIDTERM EXAM	Midterm Proctorio time TBA
10/16	ASYNCHRONOUS - Principles of Logo Design - Rd: VDS Chap 12 – Show them where to look -HW PS Lesson 8	Flyer Assignment due 10/16 before 11:10am EST

	-HW PS Lesson 9	
Week 9 – Advertising		
10/21	LIVE ZOOM MEETING Advertising Lecture -DA: Ad Assignment -Scale and Proportion -Rd: VDS Chap 13 – Add some Excitement	PS Lesson 8 due 10/21 – before 11:10am EST Discussion post 4 due 10/21 before 11:10am EST
10/23	ASYNCHRONOUS - Working with shapes and the pen tool - Rd VDS Chap 14	PS Lesson 9 due 10/23 – before 9:35am EST Quiz 3 Proctorio 10/23 due 10/06 – before 5:00pm EST
Week 10 – Illusion of Space and PS Layer Comps		
10/28	IN PERSON LECTURE - Lecture VDS Chap 14 – Enhance Meaning - Video: Illusion of Space - HW PS Lesson 10	Discussion post 5 due 10/28 before 11:10am EST
10/30	ASYNCHRONOUS -Photoshop comps In-class practice	Quiz 4 Proctorio 10/30 due– before 5:00pm EST
Week 11 – Graphic Motion		
11/4	LIVE ZOOM MEETING -Read: VDS Chap 15 – Tell stories with Visuals	PS Lesson 10 due 11/4 – before 11:10am EST
11/6	ASYNCHRONOUS -Video lecture: -Graphic Motion	Participation quiz 4 11/6– before 5:00 pm EST
Week 12 – Rhythm & Photoshop Video		
11/11	IN PERSON LECTURE -Rhythm lecture -HW PS Lesson 11	Ad Assignment due 11/11 – before 11:10am EST
11/13	ASYNCHRONOUS -Photoshop tutorials -Video Rhythm lecture	PS Lesson 11 due 11/13 – before 11:10am EST
Week 13 –Cinemagraphs concept and Photoshop		

11/18	IN PERSON LECTURE Cinemagraphs concept - DA: Cinemagraph Assignment	Discussion post 6 due 11/18 before 11:10am EST
11/20	ASYNCHRONOUS - Photoshop practice on Cinemagraphs	Quiz 5 Proctorio 11/20 due– before 5:00pm EST
Week 14 Social Media Strategies and XD		
11/25	LIVE ZOOM MEETING Intro to Adobe XD Social Media Strategies	Discussion post 7 due 11/25 before 11:10am EST
11/27	THANKSGIVING – NO CLASSES	
Week 15 Presentation and Final Review		
12/2	LIVE ZOOM MEETING Presentation of last assignment	Cinemagraph Assignment due 12/2 – before 11:10am EST
12/4	LIVE ZOOM MEETING Review for final	Discussion post 8 due 12/4 – before 11:10am EST
Final Exam Day: TBD Time: TBD Location: ONLINE *****Please double check with AUTUMN 2020 Final Examination Schedule		