

J210, Visual Communication

Course Information

Spring 2020

1:15 – 2:30 p.m. Tuesday/Thursday, Crestview 204

Professor: Ron Allman, Office: Crestview 117

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Office hours: Tuesday, 3 – 5:30 p.m. and by appointment

Course Objectives

This course will teach you the skills and give you the knowledge necessary to communicate graphically. Areas covered will include the following: design and layout principles, typography, formatting publications, electronic publishing, informational graphics, video editing and preparation for publication.

Students with Special Needs

Students who have a disability that requires accommodations in the classroom should contact the Office of Disability Services by phone, 812-941-2243, early in the semester so that their learning needs may be appropriately met. The student will need to provide documentation of the disability and if further documentation is needed, recommendations can be provided from the Office of Disability Services. Additional information about the Office of Disability Services may be obtained at this [website: www.ius.edu/disability-services/](http://www.ius.edu/disability-services/).

Attendance, Punctuality and Deadlines

Class attendance is mandatory. You should plan to attend all class sessions, to participate in class and to stay for the entire class period. Attendance will be taken. Being late twice will be considered an absence. Three absences will result in a grade of "F." Medical appointments, job interviews and part-time or full-time jobs are not considered valid excuses for absence. All assignments are due at the beginning of class. Deadline extensions will only be given under special circumstances. Make up exams will not be given.

Class Interruptions (Smart Phones, Laptops, Et Cetera)

Smart phones will be turned off during the class time. Please inform those who might wish to contact you during class time that your devices will be turned off. Those creating these interruptions will be asked to leave the class and will be considered absent. Texting is considered a class interruption.

Computer Rules

During class time, the computers in the lab will be used only for class work. Checking email, Facebook, Twitter and YouTube is not acceptable and is a distraction to you and others. You will be asked to leave and will be considered absent.

Required Text

Visual Communication, second edition, by Ronald Allman, ISBN#9781524980719.

Available at: <https://he.kendallhunt.com/allman>

Reading Assignments

All reading assignments will be read before class and you should be prepared to discuss the reading assignment in class. I reserve the right to quiz you on the readings if I feel the reading assignments are not being done.

Grading

The total number of points you accumulate out of a possible 710 will determine your final grade. The breakdown is as follows:

1. Five design projects (100 points each / 500 points total)
2. One exam (100 points)
3. One final exam (100 points)
4. Class Participation (10 points)

Points will be determined by the following chart:

A	—	674-710	B-	—	586-602	D+	—	475-496
A-	—	639-673	C+	—	539-585	D	—	461-474
B+	—	617-638	C	—	532-538	D-	—	426-460
B	—	603-616	C-	—	497-531	F	—	Less Than 426

There will be no extra credit opportunities. Your projects will be graded on how the design problem was solved, if directions were followed, aesthetic appeal and neatness. Creativity and taking chances is encouraged and will be rewarded. Grades may not reflect the amount of time and effort put into a project.

Class Schedule

Jan. 14	Introduction In Class • Discuss course content For Next Class • Read pp. 1-13
Jan. 16	Design Steps / Design Principles In Class • Discuss the five steps of design / define design principles For Next Class • Read pp. 13-32
Jan. 21	Graphic Elements / Creativity In Class • Discuss elements that make up graphic design
Jan. 23	InDesign In Class • Learn the basics of using Adobe's page-design software

- Jan. 28 **InDesign**
In Class • More instruction on using InDesign
For Next Class • Read pp. 57-66
- Jan. 30 **Ad Design**
In Class • Project 1 assigned, discuss advertising design
For Next Class • Read pp. 39-46
- Feb. 4 **Typography / Points and Picas**
In Class • Discuss the history, principles and characteristics of type
For Next Class • Read pp. 33-38
- Feb. 6 **Gestalt Theory**
In Class • Discuss the principles of Gestalt theory
- Feb. 11 **In-Class Work Day**
In Class • Work on Project 1
For Next Class • Read pp. 67-76
- Feb. 13 **Project 1 Evaluation / Newspaper Design**
Project 1 due
In Class • Discuss the parts of a newspaper, project 2 assigned
- Feb. 18 **Dummies, Grids and Modular Design**
In Class • Discuss the underlying structures of page design
- Feb. 20 **More Newspaper Design**
In Class • Discuss newspaper page layout
For Next Class • Read pp. 83-88
- Feb. 25 **Color**
In Class • Discuss color theory
- Feb. 27 **In-Class Work Day / Review**
In Class • Work on Project 2
For Next Class • Review notes and text for exam
- March 3 **Exam**
For Next Class • Read pp. 77-82
- March 5 **Project 2 Evaluation / Magazine Design**
Project 2 due
In Class • Class evaluation of project 2, Project 3 assigned
For Next Class • Read pp. 47-56

March 10	<p>Photography / Photoshop In Class • Discuss the world of photographic imaging</p>
March 12	<p>Photography / Photoshop In Class • Discuss more about photography and Adobe Photoshop</p>
March 17 & 19	No Class
March 24	<p>In-Class Work Day In Class • Work on Project 3</p>
March 26	<p>Project 3 Evaluation / Video Design Project 3 due In Class • Discuss video editing and design, Adobe Premiere Elements, Project 4 assigned</p>
March 24	<p>Video Editing In Class • Discuss video editing and design, Adobe Premiere Pro</p>
March 31	<p>Printing, Inks and Paper In Class • Learn the basics of production</p>
April 2	<p>Informational Graphics In Class • Discuss what makes a good infographic</p>
April 7	<p>In-Class Work Day In Class • Work on Project 4</p>
April 9	<p>Project 4 Evaluation / Web Design Project 4 due In Class • Discuss how to create attractive, effective web designs, Project 5 assigned</p>
April 14	<p>More Web Design In Class • Learn Web page creation</p>
April 16	<p>In-Class Work Day In Class • Work on Project 5</p>
April 21	<p>Project 5 Evaluation Project 5 due In Class • In-class evaluation of Project 5, review of final exam</p>
April 23	Final Exam (1:15 to 3:05 p.m.)

Projects

Specific instructions about the individual projects will be given the days the projects are assigned. The projects are as follows: Project 1 - Ad Design; Project 2 - Newspaper Design; Project 3 – Magazine Design; Project 4 – Video Design; Project 5 - Web Design. You will be given some in-class time to work on these projects, but **most of the projects will be done on your time**. Projects should be done on a computer as demonstrated in class. Projects will be uploaded to Canvas. **Unexcused late work will not be accepted or graded.**

Diversity Statement

Diversity is the valuing and respecting of difference, including socio-economic status, race, religion, gender, gender identity, sexual orientation, disability, veteran status, cultural and international origin, and other groups traditionally underrepresented at the university and in society. We grow and evolve as a university through seeing equality and representation as a goal and human right for everybody. IU Southeast is committed to recruiting students from diverse populations and to making the climate and curriculum welcoming and equitable. Students will leave the university with a raised level of awareness of the history of equality and difference and attain international awareness, so that their understanding of academic disciplines, society, and the workplace will be enhanced, and they will be receptive to and promote valuing and respecting difference in their lives and in the workplace.

Policy for Religious Observances

Indiana University respects the right of all students to observe their religious holidays. Accordingly, instructors will make reasonable accommodation, upon request, for such observances. It is your responsibility to request accommodations by the end of the second week of the semester using the Request for Religious Accommodations Form, which you can download

at <http://www.ius.edu/diversity/files/religious-observances-request-for-accommodation.pdf>.

More information on the religious observances policy is available at <http://www.ius.edu/diversity/resources/religious-observances.php>.

Student Code of Conduct

- website: <https://www.ius.edu/dean-of-students/code-of-conduct/index.php>

Disability Services

- website: <https://www.ius.edu/disability-services/index.php>

Weather Delay

- website: <https://www.ius.edu/about-southeast/emergency-preparedness/weather-policy.php>