



# VISUAL TECHNOLOGIES

## COMM 305 • Fall 2021

CRN # 12234

3 credits

9:30 - 10:45 a.m.

T /TH - Elliott 232

(DeVault)

### Instructor

**Amy DeVault**

Elliott Hall 223

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@amydevault on

Instagram and Twitter

### Office hours

Tuesdays & Thursdays

11 a.m. - 12:30 p.m.

Wednesdays

2 - 4 p.m.

Fridays

By appointment

### COURSE DESCRIPTION

We are flooded with visual communication daily. This course will help you navigate this flood by introducing you to the principles of visual literacy and giving you some hands-on experience in photography, typography and design.

### COURSE OBJECTIVES

- Acquire knowledge and ideas about the theory, ethics, history and power of visual communication.
- Gain conceptual knowledge of design principles, color theory, typography and photography.
- Learn to use photography and design software to create visual messages.
- Practice creating visual messages.
- Gain the stimulation and skills to continue studying and practicing visual communication during your tenure at Wichita State University and throughout your life.

### TECHNOLOGY REQUIREMENT

- Subscription to **Adobe Creative Cloud (Photoshop, InDesign & Illustrator)**  
(or managing time to be able to use the computers in our building during office hours)
- Storage (hard drive, flash drive, cloud storage, etc.) for your computer files.

### REQUIRED TEXTBOOK

- *White Space Is Not Your Enemy – A beginner's guide to communicating visually through graphic, web & multimedia design*, 3rd edition (Rebecca Hagen & Kim Golombisky).

### CLASS WEBSITE

You are expected to read all posts made by the instructor, including the links provided along with those posts. You also are expected to look at and comment on the work of your peers. Log in using your myWSU id and password. (**comm305.wichita.edu**)

### ATTENDANCE

Attendance is essential. Missing class will cause frustration on your part, as you will not have adequate information/skills to do assignments. If you do miss class, it is YOUR responsibility to catch up. Ask someone to take/share notes.

### ESC LAPTOP REQUIREMENT

ESC majors are required to have a personal laptop computer starting with their first 300-level course in the school. For more information about the requirement, visit: <http://www.wichita.edu/esc/laptop>.



## TECHNOLOGY ACCESS

- You may use the computers in the student lounge
  - Room 218 of Elliott Hall
  - 8 a.m. to 4:30 p.m.
  - Monday - Friday
- The WSU library has 10 Mac computers with a similar software setup as the ESC computers. You'll have evening and weekend access to those computers.
- See the [ESC Technology Use Policy](#) in our Web site at [www.wichita.edu/esc](http://www.wichita.edu/esc).

## OUTSIDE-OF-CLASS EXPECTATIONS

Consistent with the university policy, you are expected to spend a minimum of two hours outside of class for every hour spent in class. Since this is a 3-credit hours, you will be in class 2 hours and 30 minutes per week, which means, you should expect to spend twice that outside of class (5 hours) — reading, completing assignments, practicing and watching video tutorials.

## ACADEMIC DISHONESTY

Students in this course also are reminded that they are bound by the standards set in the Student Code of Conduct regarding academic honesty, as follows:

*"Academic Dishonesty — Students who compromise the integrity of the classroom are subject to disciplinary action on the part of the University. Violations of standards include:*

- Cheating in any form, whether in formal examinations or elsewhere.
- Plagiarism, using the work of others as one's own without assigning proper credit to the source.
- Misrepresentation of any work done in the classroom or in preparation for class.
- Falsification, forgery, or alteration of any documents pertaining to academic records.
- Disruptive behavior in a course of study or abusiveness toward faculty or fellow students.

"A standard of honesty, fairly applied to all students, is essential to a learning environment. Students violating such standards must accept the consequences; penalties are assessed by appropriate classroom instructors or other designated people. Serious cases may result in discipline at the college or University level and may result in suspension or dismissal. Dismissal from a college for academic dishonesty constitutes dismissal from the University."

## NOTICE OF NONDISCRIMINATION

Wichita State University does not discriminate in its programs and activities on the basis of race, religion, color, national origin, gender, age, sexual orientation, marital status, political affiliation, status as a veteran, genetic information or disability. The following person has been designated to handle inquiries regarding policies: Director, Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita KS 67260-0205; telephone (316) 978-6791.

## DISABILITY SERVICES

If you have a physical, psychiatric/emotional, medical, or learning disability that may impact on your ability to carry out assigned course work, I encourage you to contact the Office of Disability Services (DS). The office is located in Grace Wilkie Annex, Room 203, (316) 978-3309 (voice/tty). Or, you may email them: [disabilityservices@wichita.edu](mailto:disabilityservices@wichita.edu). DS will review your concerns and determine, with you, what academic and physical accommodations are necessary and appropriate for you. All information and documentation of your disability is confidential and will not be released by Disability Services without your written permission. Of course, you can let me know ASAP if you are entitled to special services through DS. I'm happy to help you in any way I can.

## COUNSELING & PREVENTION SERVICES

WSU Counseling & Prevention Services (CAPS) provides quality mental health services to enrolled students by licensed providers and presents programs and trainings on topics promoting personal growth and optimal wellbeing. Services are by appointment, low cost and confidential. They are located in Suite 102 of the Steve Clark YMCA and Student Wellness Center on campus. Their phone number is (316) 978-4792. CAPS is open during regular University business hours. If you have a mental health emergency while Counseling & Prevention Service is not open, please call 911 or COMCARE Crisis Services at (316) 660-7500 for 24-hour assistance.

## STUDENT HEALTH SERVICES

WSU's Student Health Services (SHS) provides professional medical care and health education to enrolled students by licensed health care providers. General health care services are available ranging from routine and preventive care to managing acute illnesses and minor injuries. SHS is in Suite 102 in the Steve Clark YMCA and Student Wellness Center. Hours are 8 a.m. to 5 p.m., Monday through Friday, and the phone number is (316) 978-4792. Check out [www.wichita.edu/shs](http://www.wichita.edu/shs) for health information and access to myShockerHealth, the online patient portal where students can schedule appointments, send a secured message to a healthcare provider, check immunizations and more. All services are confidential.

## ELLIOTT STUDENT CARE

Are you having trouble knowing where your next meal is coming from? Are you hungry? Feel free to visit Open Eats, the Elliott School's open food pantry, in the commons area of the first floor.



## A few notes about grades

1. On Blackboard, I will enter the names and point values for all assignments. This means the assignment names show up on your grades before I enter the grades for that assignment. You'll see a dash (-) for the grade. Don't confuse this dash with you having a zero (0).

2. Assignments are due when they are due. If for a medical or family emergency reason you will miss a deadline on one of the projects, communicate with me BEFORE you miss the deadline. An e-mail is fine.

3. I will keep Blackboard updated with grades. If you want to discuss a grade, do so within ONE WEEK of it being posted. **The quickest way to resolve any questions is to email me a link to your posted assignment.**

95-100	.....A
90-94	.....A-
87-89	.....B+
84-86	.....B
80-83	.....B-
77-79	.....C+
74-76	.....C
70-73	.....C-
67-69	.....D+
64-66	.....D
60-63	.....D-
59 and below	.....F

# COMM 305 ASSIGNMENTS

## 500 POINTS POSSIBLE

### SECTION 1: TYPOGRAPHY, COLOR & INDESIGN

Aug. 24 (due)	Assign #1: Introduction online	_____ / 10
Aug. 26	Assign #2: InDesign tutorial 1	_____ / 10
Aug. 31	Assign #3: InDesign tutorial 2	_____ / 10
Sept. 2	Assign #4: Type practice 1	_____ / 10
Sept. 7	Assign #5: Type practice 2	_____ / 10
Sept. 9	Assign #6: Infobox 1	_____ / 10
Sept. 14	Assign #7: Infobox 2	_____ / 10
Sept. 21	Assign #8: Color	_____ / 20
Sept. 21	Quiz #1	_____ / 30
Sept. 27	Project 1: Typography	_____ / 50

### SECTION 2: PHOTOGRAPHY & PHOTOSHOP

Sept. 30	Assign #9	_____ / 10
Oct. 5	Assign #10	_____ / 10
Oct. 7	Assign #11	_____ / 10
Oct. 19	Assign #12	_____ / 10
Oct. 21	Assign #13	_____ / 10
Oct. 26	Assign #14	_____ / 20
Oct. 26	Quiz #2	_____ / 30
Nov. 1	Project 2	_____ / 50

### SECTION 3: DESIGN / LAYOUT

Nov. 4 (due)	Assign #15	_____ / 10
Nov. 9	Assign #16	_____ / 10
Nov. 11	Assign #17	_____ / 20
Nov. 23	Assign #18	_____ / 20
Dec. 2	Assign #19	_____ / 20
Nov. 23	Quiz #3	_____ / 30
Finals week	Project #3	_____ / 50

Attendance & participation \_\_\_\_\_ / 20

**TOTAL POINTS** \_\_\_\_\_ / **500**

# COMM 305 — VISUAL TECHNOLOGIES

DATES	TOPICS / READING ASSIGNMENTS	ASSIGNMENTS
WEEK 1 - AUG. 17/19	<ul style="list-style-type: none"> <li>Syllabus, expectations, introductions</li> <li>Wordpress, class website</li> <li>What is visual communication? Why study it?</li> </ul>	Assignment #1: Introduction online (8/24)
WEEK 2 - AUG. 24/26	<ul style="list-style-type: none"> <li>Intro to Adobe InDesign</li> </ul> <p><b>Read: Chapters 1 &amp; 2</b></p>	Assignment #2: InDesign tutorials 1 (8/26) Assignment #3: InDesign tutorial 2 (8/31)
WEEK 3 - AUG. 31/SEPT. 2	<ul style="list-style-type: none"> <li>Intro to typography</li> <li>InDesign (continued)</li> </ul> <p><b>Read: Chapter 7</b></p>	Assignment #4: Typography practice 1 (9/2) Assignment #5: Typography practice 2 (9/7)
WEEK 4 - SEPT. 7/9	<ul style="list-style-type: none"> <li>Information design</li> <li>Resumés, quick-reads and info-boxes</li> </ul>	Assignment #6: Infobox 1 (9/9) Assignment #7: Infobox 2 (9/14)
WEEK 5 - SEPT. 14/16	<ul style="list-style-type: none"> <li>Color theory</li> <li>Color in InDesign/Adobe</li> </ul> <p><b>Read: Chapter 8</b></p>	Assignment #8: Color & branding (9/21)
<b>WEEK 6 - SEPT. 21/23</b>	<p><b>Quiz #1</b> (During class Tuesday, Sept. 21)</p>	<b>Project #1: Typography</b> (due midnight, Monday, Sept. 27)
WEEK 7 - SEPT. 28/30	<ul style="list-style-type: none"> <li>What makes a good photo?</li> <li>Tips for better photos with your phone</li> <li>Intro to Adobe Photoshop</li> </ul>	Assignment #9: Photoshop tutorial 1 (9/30) Assignment #10: Photo from a pro (10/5)
WEEK 8 - OCT. 5/7	<ul style="list-style-type: none"> <li>Photo composition / • Exposure</li> <li>Adobe Photoshop (continued)</li> </ul> <p><b>Read chapter 9</b></p>	Assignment #11: (10/7) Assignment #12: (10/14)
WEEK 9 - OCT. 12/14	FALL BREAK (Monday/Tuesday — no class) National College Media Convention (Amy gone) Wednesday/Thursday/Friday — NO CLASS	
WEEK 10 - OCT. 19/21	<ul style="list-style-type: none"> <li>Ethics in photography</li> <li>File formats / saving for different media types</li> <li>Photo storytelling</li> </ul>	Assignment #13: (10/21) Assignment #14: (10/26)
<b>WEEK 11 - OCT. 26/28</b>	<p><b>Quiz #2</b> (In class Tuesday, Oct. 26)</p>	<b>Project #2: Photo</b> (due midnight, Nov. 1)
WEEK 12 - NOV. 2/4	<ul style="list-style-type: none"> <li>Layout sins / Works every time design</li> <li>Newsletter / story layout</li> </ul> <p><b>Read chapters 3 &amp; 4</b></p>	Assignment #15: Works-every-time (11/4) Assignment #16: Layout Sins (11/9)
WEEK 13 - NOV. 9/11	<ul style="list-style-type: none"> <li>Design elements &amp; principles</li> <li>Social media design</li> </ul> <p><b>Read chapters 5 &amp; 6</b></p>	Assignment #17: (11/11)
WEEK 14 - NOV. 16/18	<ul style="list-style-type: none"> <li>Design inspiration / creativity</li> <li>Advertisement/flyer design</li> </ul> <p><b>Read chapter 14</b></p>	Assignment #18: (11/23)
WEEK 15 - NOV. 23	<p><b>Quiz #3</b> (In class Tuesday, Nov. 23) <b>Happy Thanksgiving! (No class Thursday)</b></p>	<b>Project #3: Design</b> (due Dec. 7)
WEEK 16 - NOV. 30 / DEC. 2	COMMUNICATION WEEK (More info to come)	Assignment #19: Comm Week (due Dec. 2)