ABOUT THE INSTRUCTOR

Welcome to Visual Technologies. I am Amy DeVault, instructor of visual/digital media in the Elliott School of Communication. I came to the ESC in 2007 after working as a visual journalist at The Wichita Eagle. One of my most important roles as a news designer was serving as a reader advocate. I constantly asked myself and my editors, “How can we make this better for our readers? How can we make the information clear and make sure it makes the most sense to readers? How can I help make sure every detail is correct? Could we be more concise? How can we help them make the information interesting, engaging and easy to digest?” No matter what area of communication you are in, being better able to communicate visually with your audience is essential. I love helping students learn to become better visual storytellers.

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.

REQUIRED TEXTBOOK

• White Space Is Not Your Enemy — A beginner’s guide to communicating visually through graphic, web & multimedia design, 2nd edition (Rebecca Hagen & Kim Golombisky, 2013).

RECOMMENDED CLASS SUPPLEMENTS

• Subscription to Adobe Creative Cloud (Photoshop, InDesign & Illustrator)
• Lynda.com, online software training videos.
• Google.com — really, almost anything you want to know how to do in the Adobe Creative Suite can be answered with a good web search. Try this first, before you ask an instructor.

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.
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.

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

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:

a. Cheating in any form, whether in formal examinations or elsewhere.

b. Plagiarism, using the work of others as one’s own without assigning proper credit to the source.

c. Misrepresentation of any work done in the classroom or in preparation for class.

d. Falsification, forgery, or alteration of any documents pertaining to academic records.

e. 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.

SPECIAL NEEDS
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 173. (Voice mail number is 978-3309; TTY phone number is 978-3067). DS will review your concerns and determine, with you, what accommodations are necessary and appropriate for you. All information and documentation of your disability is confidential and will not be released by DS without your written permission.

COUNSELING & TESTING CENTER
The WSU Counseling & Testing Center provides professional counseling services to students, faculty and staff; administers tests and offers test preparation workshops; and presents programs on topics promoting personal and professional growth. Services are low cost and confidential. They are located in room 320 of Grace Wilkie Hall (316) 978-3440. The center is open on all days that the University is officially open. If you have a mental health emergency during the times that the Counseling & Testing Center is not open, please call COMCARE Crisis Services at (316) 660-7500.

ELLIOTT STUDENT CARE
Are you having trouble knowing where your next meal is coming from? Are you hungry? See Sandy Sipes in the Elliott School Advising Center, 102H.
ASSIGNMENTS
500 POINTS POSSIBLE

Daily work — (75 points)
• 15 daily exercises posted to the class website, worth 5 points each.

Practice assignments — (60 points)
• Photo scavenger hunt (20)
• Resumé (20)
• Social media design (20)

Major assignments — (150 points)
• Photo project (50)
• Typography project (50)
• Design project (50)

These hands-on assignments should represent your best work. They require you to blend the use of the software you learn and the course content (typography, design, photography) to create visual communication. High-quality, creative work takes time and multiple versions (much like writing). Don’t expect to be rewarded for turning in a rough draft.

Quizzes (75 points)

Final project — digital portfolio (100 points)

Attendance/participation (40 points)

Be in class.
Actively participate.
Engage with others on our website.
Do your best work.
Make your work better when given the opportunity.

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

ATTENDANCE AND DEADLINES
A tenet of working for the mass media is meeting deadlines. Work is due when specified. Exceptions are usually made for a death in your family, if you become seriously ill, or because your attendance is mandatory at a university-sanctioned event (I need advance notice and reserve the right to approve the request). Reliable documentation will be required. Please make sure that vacation and work plans don’t interfere with school.
**COMM305 — VISUAL TECHNOLOGIES**

<table>
<thead>
<tr>
<th>WEEK 1 - AUG. 23/25</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Ch. 1 - What is Design? | • Syllabus, expectations, Wordpress, website  
• What is visual comm? Why do we study it? | 5 - Introduction on class website (8/30)  
5 - Phone photos (9/1)  
5 - Photoshop tutorials — part 1 (9/6)  
5 - Photo editing (9/8)  
5 - Photoshop tutorials — part 2 (9/13)  
20 - Photo scavenger hunt (9/15)  
25 - Photo quiz (9/15)  
50 - PHOTO PROJECT (9/22) |

<table>
<thead>
<tr>
<th>WEEK 2 - AUG. 30/SEPT. 1</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Ch. 2 - Step Away from the Computer | • Intro to photography  
• Tips for shooting photos with a phone  
• Intro to Adobe Photoshop |  |

<table>
<thead>
<tr>
<th>WEEK 3 - SEPT. 6/8</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Online readings / camera simulator | • Photography (composition/exposure)  
• Photoshop continued  
• Photo ethics |  |

<table>
<thead>
<tr>
<th>WEEK 4 - SEPT. 13/15</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Photo story handout | • Photo scavenger hunt  
• Photo critiques / Guest photographer  
• Photography quiz (Sept. 15) |  |

<table>
<thead>
<tr>
<th>WEEK 5 - SEPT. 20/22</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Ch. 9 - Adding Visual Appeal | • Photo storytelling  
• Photo technology/trends |  |

<table>
<thead>
<tr>
<th>WEEK 6 - SEPT. 27/29</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Ch. 7 - Typography | • Intro to Adobe InDesign  
• Intro to typography |  |

<table>
<thead>
<tr>
<th>WEEK 7 - OCT. 4/6</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Online readings | • Typography in action  
• InDesign continued  
• Resume workshop |  |

<table>
<thead>
<tr>
<th>WEEK 8 - OCT. 11/13</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| • Critique typography assignments  
• Typography quiz (Oct. 11) |  |

<table>
<thead>
<tr>
<th>WEEK 9 - OCT. 18/20</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| • Tuesday: FALL BREAK  
• Thursday: COMM WEEK (assignment to TBA) |  |

<table>
<thead>
<tr>
<th>WEEK 10 - OCT. 25/27</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Ch. 3 - I Need to Design This Today  
Ch. 4 - Layout Sins | • Works-every-time design/Layout sins  
• Layout sins scavenger hunt |  |

<table>
<thead>
<tr>
<th>WEEK 11 - NOV. 1/3</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Ch. 5 - Mini Art School  
Ch. 6 - Layout | • Introduction to design elements & principles  
• Design trends & best practices |  |

<table>
<thead>
<tr>
<th>WEEK 12 - NOV. 8/10</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| Ch. 8 - Color Basics  
Ch. 10 - Infographics | • Color theory  
• File types, working with printers  
• Posters/flyers/ads |  |

<table>
<thead>
<tr>
<th>WEEK 13 - NOV. 15/17</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| • Tuesday — Visuals on social media  
• Design quiz (Nov. 17) |  |

<table>
<thead>
<tr>
<th>WEEK 14 - NOV. 22/24</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| • Design projects due / Tuesday TBA  
• No class Thursday — HAPPY THANKSGIVING |  |

<table>
<thead>
<tr>
<th>WEEK 15 - NOV. 29 / DEC. 1</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| • Critique design projects  
• Explain final projects  
• SPTEs |  |

<table>
<thead>
<tr>
<th>WEEK 16 - DEC. 6/7</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
</table>
| • Possible guest Tuesday  
• Thursday — workday for final projects |  |

<table>
<thead>
<tr>
<th>DATES / READINGS</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ch. 7 - Typpography</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ch. 3 - I Need to Design This Today</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ch. 4 - Layout Sins</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Ch. 5 - Mini Art School  
Ch. 6 - Layout |  |
| Ch. 8 - Color Basics  
Ch. 10 - Infographics |  |
| • Tuesday — Visuals on social media  
• Design quiz (Nov. 17) |  |
| • Design projects due / Tuesday TBA  
• No class Thursday — HAPPY THANKSGIVING |  |
| • Critique design projects  
• Explain final projects  
• SPTEs |  |
| • Possible guest Tuesday  
• Thursday — workday for final projects |  |

<table>
<thead>
<tr>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
<th>TOPICS</th>
<th>PTS / ASSIGNMENTS / DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - &quot;Works-every-time&quot; design (10/27)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 - Layout sins (11/1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 - Good design example (11/3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 - Recreate a magazine layout (11/8)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 - Illustrator tutorials (11/10)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 - Flyer design (11/15)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 - Design/layout Quiz (11/17)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 - SOCIAL MEDIA PROJECT (11/22)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100 - FINAL PROJECT (12/13)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>