ABOUT THE INSTRUCTOR

Welcome to Visual Technologies. I am Amy DeVault, instructor of journalism/digital media in the Elliott School of Communication. I came to the ESC in 2007 after working as a visual journalist/editor 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 colleagues, “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, 3rd edition (Rebecca Hagen & Kim Golombisky, 2016).

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.
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. If you have a zero, but think you turned in the assignment, you have ONE WEEK to talk to me about it. The quickest way to resolve any questions is to email me a link to your posted assignment.

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. Please make sure that vacation and work plans don't interfere with school.

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

ASSIGNMENTS
500 POINTS POSSIBLE

PHOTOGRAPHY / PHOTOSHOP
Aug. 29 (due) Introduction on class website ____ / 5
Aug. 31 Photo gallery review ____ / 10
Sept. 7 Phone photos ____ / 10
Sept. 7 Photoshop Tutorials — part 1 ____ / 10
Sept. 12 Photoshop Tutorials — part 2 ____ / 10
Sept. 14 Photo Editing ____ / 5
Sept. 19 Photo Scavenger Hunt ____ / 25
Sept. 21 PHOTO QUIZ ____ / 25
Sept. 26 Photo Story ____ / 25

TYPOGRAPHY / InDESIGN
Sept. 28 InDesign (Recreate Ad) ____ / 5
Oct. 3 InDesign (Pancake) ____ / 5
Oct. 5 InDesign (Headlines) ____ / 5
Oct. 5 InDesign (Bio box) ____ / 10
Oct. 10 Typography Project: Story ____ / 25
Oct. 12 TYPOGRAPHY QUIZ (in class) ____ / 25
Oct. 12 Typography Project: Movie Nights ____ / 25
Oct. 24 Typography Project: Infobox ____ / 25

DESIGN / InDESIGN
Oct. 31 Works Every Time Design ____ / 5
Oct. 31 Layout Sins ____ / 5
Nov. 2 Good Design Example ____ / 5
Nov. 7 Recreate a Magazine Layout ____ / 10
Nov. 9 Design Project: Flyer ____ / 25
Nov. 14 DESIGN QUIZ ____ / 25
Nov. 21 Design Project: Social Media ____ / 25
Nov. 30 Design Project: Magazine Layout ____ / 25

OTHER
Dec. 8 Final Project ____ / 100
Attendance & Participation ____ / 25

TOTAL POINTS ____ / 500
## COMM305 — VISUAL TECHNOLOGIES

<table>
<thead>
<tr>
<th>DATES</th>
<th>TOPICS</th>
<th>TEXTBOOK / SUPPLEMENTAL</th>
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| WEEK 1 · AUG. 22/24 | • Syllabus, expectations  
• What is visual communication? Why study it?  
• Wordpress, website | On class website                |
| WEEK 2 · AUG. 29/31 | • Introduction to photography  
• What makes a good photo?  
• Tips for better photos with your phone  
• Introduction to Adobe Photoshop | On class website                |
| WEEK 3 · SEPT 5/7 | • Photo composition & more tips  
• Photoshop continued | Ch. 9 - Adding Visual Appeal    |
| WEEK 4 · SEPT. 12/14 | • Understanding exposure/how a camera works  
• Ethics in photography  
• Photo scavenger hunt | On class website                |
| WEEK 5 · SEPT. 19/21 | • Photo storytelling  
• PHOTOGRAPHY QUIZ (Wednesday, Sept. 20)  
• Work on photo story assignment | Guest speaker  
Handouts                                      |
| WEEK 6 · SEPT. 26/28 | • Intro to typography  
• Intro to Adobe InDesign | Ch. 1  
Ch. 2                                    |
| WEEK 7 · OCT. 3/5 | • Typography in action  
• More InDesign | Ch. 7 - Typography               |
| WEEK 8 · OCT. 10/12 | • Quick-reads and info-boxes  
• InDesign continued  
• TYPOGRAPHY QUIZ (Wednesday, Oct. 11) |                                      |
| WEEK 9 · OCT. 17/19 | Oct. 16-17 is FALL BREAK  
Oct. 18-20 is COMM WEEK (Try to clear your schedule to fully participate.) |                                      |
| WEEK 10 · OCT. 24/26 | • Works every time design  
• Layout sins | Ch. 3 - I Need to Design This Today  
Ch. 4 - Layout Sins                        |
| WEEK 11 · OCT. 31 / NOV. 2 | • Design elements  
• Design principles | Ch. 5 - Mini Art School            |
| WEEK 12 ·NOV. 6/8 | • Layout  
• Color  
• File types | Ch. 6 - Layout  
Ch. 8 - Color Basics                       |
| WEEK 13 · NOV. 14/16 | • DESIGN QUIZ — Monday, Nov. 13  
• Design inspiration / creativity |                                      |
| WEEK 14 · NOV. 21 | • Design project critiques  
• HAPPY THANKSGIVING (no class Thursday) |                                      |
| WEEK 15 · NOV. 28/30 | • Guest presenter  
• Critiques |                                      |
| WEEK 16 · DEC. 5/7 | Final Projects |                                      |