



VISUAL TECHNOLOGIES

COMM 305 • Fall 2018

CRN # 12837 3 credits 9:30 - 10:45 a.m. T/Th Elliott Hall 232
CRN # 12838 3 credits 11 a.m. - 12:15 p.m. T/Th Elliott Hall 232

Instructor

Amy DeVault
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@amydevault on
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Office hours

Tuesday/Thursday
1 to 3 p.m.

Contact me to set up a time outside these hours — or just drop by.

GTA

Katie Miller
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Instagram and Twitter

Office hours

Tuesday
1 to 2 p.m.

Monday/Wednesday
9:30 to 10:30 a.m.

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 use visual communication to 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.

RECOMMENDED 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.