



# VISUAL TECHNOLOGIES

## COMM 305 • Spring 2019

CRN # 23030 3 credits 9:30 - 10:45 a.m. T/Th Elliott 232 (DeVault)  
CRN # 23031 3 credits 11 a.m. - 12:15 p.m. T/Th Elliott 232 (Miller)

### Instructors

#### Amy DeVault (CRN 23030)

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Instagram and Twitter

#### Office hours

Wednesdays 1-3:30 p.m.  
Mondays by appointment

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#### Katie Miller (CRN 23031)

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#### Office hours

Tuesdays/Thursdays 1 - 2 p.m.  
(by appointment 9 - 10:30 a.m.)

### 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

### 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

- **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.

[blogs.wichita.edu/comm305](http://blogs.wichita.edu/comm305)

### 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.



## 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 - Thursday and 8 a.m. to 2:30 p.m. 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.

■ **Printing:** WSU's Papercut system provides students with the ability to upload PDF documents to print from laptops and any other computer, from anywhere via a Web interface. The Elliott School has made a public printer in the ESC Student Lounge (EH 218) and the main office printer ESC Lab Printer (EH 102) available on the system. To print to an ESC printer, go to <http://papercut.wichita.edu> and log in using your WSU ID. Choose the Web printing option and select the ESC Student Lounge printer. A link to complete printing instructions may be found at: <http://webs.wichita.edu/?u=elliott&p=/Printing/>.

■ See the [ESC Technology Use Policy](#) in our Web site at [www.wichita.edu/esc](http://www.wichita.edu/esc).

## 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>.

## 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.

## 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? 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. 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

## 400 POINTS POSSIBLE

### PHOTOGRAPHY / PHOTOSHOP

Jan. 29 (due)	Introduction on class website	_____ / 5
Jan. 31	Phone photos	_____ / 5
Feb. 5	Photoshop Tutorials 1	_____ / 5
Feb. 7	Photo Editing	_____ / 5
Feb. 12	Photoshop Tutorials 2	_____ / 5
Feb. 19	Photo Project 1: Scavenger Hunt	_____ / 25
Feb. 21	PHOTO QUIZ	_____ / 25
Feb. 26	Photo Project 2: Photo Package	_____ / 25

### TYPOGRAPHY / InDESIGN

Feb. 28	InDesign (Recreate Ad)	_____ / 5
March 5	InDesign (Pancake)	_____ / 5
March 7	InDesign (Headlines)	_____ / 5
March 7	InDesign (Bio box)	_____ / 5
March 19	InDesign (Indents & tabs)	_____ / 5
March 21	Typography Project 1: Resumé	_____ / 25
March 26	TYPOGRAPHY QUIZ	_____ / 25
March 28	Typography Project 2: Quick reads	_____ / 25

### DESIGN / LAYOUT

April 4	Layout Sins	_____ / 5
April 9	Social Media Design	_____ / 10
April 11	Color Theory/Application	_____ / 10
April 16	Design Project 1: Advertisement	_____ / 25
April 18	Design Project 2: Flyer	_____ / 25
April 23	Design Project 3: Social Media	_____ / 25

### OTHER (YET, HIGHLY IMPORTANT)

May 7	Final Project	_____ / 50
	Attendance & Participation	_____ / 50

**TOTAL POINTS** \_\_\_\_\_ / 400

# COMM305 — VISUAL TECHNOLOGIES

DATES	TOPICS	ASSIGNMENTS (* DENOTES 25-POINT ASSIGN)
WEEK 1 - JAN. 22/24	<ul style="list-style-type: none"> <li>• Syllabus, expectations</li> <li>• What is visual communication? Why study it?</li> <li>• Wordpress, class website</li> </ul>	<i>Introduction on website — due Jan. 29</i>
WEEK 2 - JAN. 29/31	<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>	<i>Phone photos — due Jan. 31</i> <i>Photoshop Tutorials 1 — due Feb. 5</i>
WEEK 3 - FEB. 5/7	<ul style="list-style-type: none"> <li>• Photo composition &amp; more photography tips</li> <li>• Exposure / how a camera works</li> <li>• More Adobe Photoshop</li> </ul>	<i>Photo editing — due Feb. 7</i> <i>Photoshop Tutorials 2 — due Feb. 12</i>
WEEK 4 - FEB. 12/14	<ul style="list-style-type: none"> <li>• Ethics in photograph</li> <li>• File formats</li> <li>• Photo scavenger hunt (Thursday in class)</li> </ul>	<i>*Photo scavenger hunt — due Feb. 19</i>
WEEK 5 - FEB. 19/21	<ul style="list-style-type: none"> <li>• Photo critiques (Scavenger hunt photos)</li> <li>• Photo storytelling</li> <li>• PHOTOGRAPHY QUIZ</li> </ul>	<i>*Quiz: Thursday, Feb. 21</i> <i>*Photo package — due Feb. 26</i>
WEEK 6 - FEB. 26/28	<ul style="list-style-type: none"> <li>• Intro to Adobe InDesign</li> <li>• Intro to typography</li> </ul>	<i>InDesign (Recreate ad) — due Feb. 28</i> <i>InDesign (Pancake tutorial) — due March 5</i>
WEEK 7 - MARCH 5/7	<ul style="list-style-type: none"> <li>• Typography in action</li> <li>• More InDesign</li> </ul>	<i>InDesign (Headlines) — due March 7</i> <i>InDesign (Bio-box) — due March 7</i> <i>InDesign (Indents &amp; Tabs) — due March 19</i>
WEEK 8 - MARCH 12/14	SPRING BREAK	
WEEK 9 - MARCH 19/21	<ul style="list-style-type: none"> <li>• Information design</li> <li>• Resumés</li> <li>• Quick-reads and info-boxes</li> </ul>	<i>*Typography project: Resumé — due March 21</i>
WEEK 10 - MARCH 26/28	<ul style="list-style-type: none"> <li>• Typography quiz (Tuesday)</li> <li>• Resumé &amp; Quick reads critiques (Thursday)</li> </ul>	<i>*QUIZ: Typography — March 26</i> <i>*Typography project: QuickReads — due March 28</i>
WEEK 11 - APRIL 2/4	<ul style="list-style-type: none"> <li>• What is Design?</li> <li>• Layout sins / Works every time design</li> <li>• Design elements &amp; principles</li> </ul>	<i>Layout sins — due April 4</i> <i>Social media design — due April 9</i>
WEEK 12 - APRIL 9/11	<ul style="list-style-type: none"> <li>• Color theory/application</li> <li>• Layout</li> <li>• File types</li> </ul>	<i>Color assignment — due April 11</i> <i>*Design project #1 — due April 16</i>
WEEK 13 - APRIL 16/18	<ul style="list-style-type: none"> <li>• Design inspiration / creativity (Tuesday)</li> <li>• Design project 1 &amp; 2 critiques (Thursday)</li> </ul>	<i>*Design project #2 — due April 18</i> <i>*Design project #3 — due April 23</i>
WEEK 14 - APRIL 23/25	<ul style="list-style-type: none"> <li>• Design project #3 critiques (Tuesday)</li> <li>• Final project instructions (Tuesday)</li> </ul>	<i>Project topics discussion/approval — April 25</i>
WEEK 15 - APRIL 30 / MAY 2	<ul style="list-style-type: none"> <li>• Final Projects (Bring outlines Tuesday, April 30)</li> <li>• Work day (Thursday, May 2)</li> </ul>	<i>Project content outlines due — April 30</i>
WEEK 16 - MAY 7 / MAY 9	<ul style="list-style-type: none"> <li>• Final Projects</li> </ul>	<i>Final projects — due in class May 7</i>