"The more you know; the more you see."
~ Aldous Huxley

MC 2015 – Visual Communication

spring 2010

MC 2015 Coordinator & Lecture Professor	**Dr. Nicole Smith Dahmen** Hodges 203 Office hours: T/Th 1 – 3 & by appt. (225) 578-2095 ndahmen@lsu.edu	Lecture, M 8:30 – 10:30, E137 Howe Russell Lab Section 1, M 10:40 – 12:30, J107
Lab Professors	**Ms. Venessa Lewis** Journalism 122 Office hours: F 1:30 – 3:30 (225) 603-4229 venessalewis@cox.net	Lab Section 6, F 8:40 – 10:30, J100 Lab Section 8, F 10:40 –12:30, J100
	Mr. Phillip Madison Hodges 202 Office hours: W 8 – 12 (225) 578-1005 tmadis1@tigers.lsu.edu	Lab Section 2, M 12:30 – 2:40, J107
	Dr. Richard Popp Hodges 235 Office hours: M 12:15 – 1:15 & W 11:30 – 12:30 (225) 578-8013 rickpopp@lsu.edu	Lab Section 4, W 12:40 –2:30, J107 Lab Section 5, W 2:40 – 4:30, J111
	Mr. David Shanks Hodges B4 Office hours: W 9:30 – 10:30 & F 10:30 – 11:30 (225) 578-9137 or (512) 395-5028 dshank3@tigers.lsu.edu	Lab Section 3, W 10:40 – 12:30, J107 Lab Section 7, F 8:40 – 10:30, J111
Teaching Assistant	**Teddy Greener** tedgreener@gmail.com Journalism Building 122	Office hours: T 9 – 12 & 1 – 4 W 9 – 12 Th 9 – 12

Course Objectives

As with all courses in the Manship School, this course is fundamentally about communication, specifically visual communication. The mass media are increasingly becoming visual. While you may not have aspirations of being the person who creates those visuals, you <u>must</u> have a conceptual understanding of the visual media to be a <u>successful media practitioner</u>. This class is designed to introduce you to visual communication principles and then give you experience in creating your own visual communication pieces. **You will use the principles and skills you learn in this course throughout your academic and professional careers.**

In lecture we will talk about principles. Upon completion of the course, students should be able to:

- understand historical development of visual communication and recognize role of visual communication in today's mass media.
- understand and apply basic design principles (proximity, proportion, alignment, repetition, contrast) as they relate to the mass media.

- demonstrate understanding of how design components (color, type, compositional elements) influence perceptions of message content for a given audience and medium.
- develop critical thinking about visual communication and be able to evaluate visual communication.
- demonstrate understanding of ethical and legal issues in visual communication.

In lab you will apply principles in a practical setting. Upon completion of the course, students should be able to:

- select and use an appropriate form of visual communication for a given situation;
- work with artists, photographers and designers in the media;
- produce memorable, meaningful and ethical communication materials for print and online media; and
- use leading desktop publishing, image editing and Web authoring software (Photoshop, InDesign & Dreamweaver).

*NOTE: To be successful in this course you must practice with the software programs on a regular basis. You will not learn all you need to know about these programs simply by coming to lab. Hands-on practice is essential to mastery of the software. If you need software help, please visit with your lab professor or the TA during office hours.

Textbook	The following book is recommended for the course: • **Graphic Communications Today, 4th Edition,** by William Ryan and Theodore Conover, ISBN 0-7668-2075-0
Communication-Intensive Course	This course is certified as a Communication-Intensive Course and meets all of the requirements explained on the CxC Web site: http://cxc.lsu.edu., including the following: Emphases on formal and informal assignments in **visual and technological communication**, class time spent on communication, 40% of the final grade based on communication projects, revisions after faculty feedback on two formal projects (one for each emphasis), and a student/faculty ratio of 35:1. Because it meets these requirements, students may count it toward "Distinguished Communicator" certification on LSU transcripts.
Materials	Each student must also have the following: • LSU computer account with PAWS e-mail access (check it often). • **An external storage device (Flash drive/USB key) to store project files.** • **One ream (500 sheets) of 8.5" by 11" 20 lb. white copy paper. Bring this to room 116 in the Journalism Building by Feb. 1.** To make sure you get proper credit, print your name, PAWS id, course and section number on the packet. Your in-class lab printing privileges will be cancelled if you do not turn in this paper. If you are not able to print in lab, your grade will suffer dramatically. • Access to the pickup and dropoff drives. • This course has an active Moodle site. Please check it regularly for announcements, postings, links, etc. You should also actively participate in the discussion boards – these discussion boards will serve as an extension of in-class discussion. • LSU Vis Comm also has a facebook group. This is entirely optional. The group is a place for past, present and future LSU MC 2015 students to share any and all vis comm related items of interest, news and commentary. http://www.facebook.com/group.php?gid=34337737094

Open Lab Hours	Students are expected to work outside of class time in order to be successful. Room 122 in the Journalism Building is an open computer lab available for students to use Monday through Friday from 7:30 a.m. to 5:30 p.m.
	    • This room is equipped with one scanner and one printer. You must have money of your LSU ID card to use this printer.
	    • The teaching assistant will be available for consultation throughout the week. TA lab hours will be posted on the lab door and on Moodle.

Software Slammers	There will be four "Software Slammers" held this semester. These Software Slammers will be intense review sessions. They will also include time for you to ask questions. They will be held on **select Fridays from 1 – 3 p.m. in J107**. The first hour will be an intense software review. The last hour will be open time for you to ask questions and get feedback on your work. One lab professor and the TA will run these sessions. The dates for these Slammer sessions are: • Friday, Feb. 5 from 1 – 3 p.m. • Friday, Feb. 26 from 1 – 3 p.m. • Friday, March 26 from 1 – 3 p.m. • Friday, April 23 from 1 – 3 p.m.
Technical Consideration	Because the practical application of this course requires you to work with computers and computer software on a regular basis, you must be mentally prepared for computer glitches, problems, crises and meltdowns. It is inevitable that a computer you are working on will fail at least once during the semester. The best way to prepare for this event is to **begin projects early and save your work frequently**. Saving your work often cannot be stressed enough. It is also good to make back-up copies of your files. If you lose a file or a completed project, you will have to start over. If you do have a problem and lose your work, we sympathize with you; however, there is no excuse for not saving your work. All project deadlines must be met.
LSU Statement on Diversity	Diversity is fundamental to Louisiana State University's (LSU) mission. LSU is committed to creating and maintaining a living and learning environment that embraces individual difference. Cultural inclusion is of highest priority. LSU recognizes that achieving national prominence depends on the human spirit, participation, and dedicated work of the entire University community. It further recognizes that the National Flagship Agenda: LSU 2010 will be realized by bringing together diverse ideas, perspectives, skills, and talents of the nation's pre-eminent scholars, brightest students, and leading higher education professionals. Through its Commitment to Community, LSU strives to create an inclusive, respectful, intellectually challenging climate that embraces individual difference in race, ethnicity, national origin, gender, sexual orientation, gender identity/expression, age, spirituality, socioeconomic status, disability, family status, experiences, opinions, and ideas. LSU proactively cultivates and sustains a campus environment that values open dialogue, cooperation, shared responsibility, mutual respect, and cultural competence– the driving forces that enrich and enhance cutting edge research, first-rate teaching, and engaging community outreach activities. LSU reflects on its past and looks toward the future. Welcome to the Now, a time and place where diversity is on the move.
Academic Pursuit	One of the goals of your college pursuit should be not only to obtain a career but an education. Based on that premise, we expect you to leave your stereotypes at the door. This is an inclusive course in which you are open to express your thoughts, ideas and feelings in a <u>respectful</u> manner in a <u>relevant</u> situation. Conversely, we expect you to be a <u>respectful</u> listener and a <u>thoughtful</u> colleague.
Writing	While this course is primarily about visuals, all courses within the Manship School of Mass Communication focus on the importance of writing. **To be successful in today's world, it is critical that you write well.** As such, your grade for each aspect of this course will be based on design, but also on the quality of your thinking and writing. All assignments should be free of inaccuracies, weak thinking, typos, spelling errors and grammatical problems. Please consult the attached document titled **Manship School Writing Essentials**. In addition, all work for this course should be in AP style. Your writing for this course will be graded based on your adherence to the "Writing Essentials" handout and AP style.
Attendance	<u>Attendance for both lecture and lab is imperative.</u> You will not get an A if you don't attend BOTH lecture and lab REGULARLY. Your lecture and lab instructors will discuss and illustrate important concepts that you may not find in the textbooks. Most learning in this course will come from in-class discussions and hands-on exercises during lecture and lab. There will be graded assignment and quizzes in both lecture and lab. You must notify your lecture or lab professor <u>prior to the start of class</u> if you are going to be absent. If you are absent from class, you may make-up missed work ONLY if you provide a valid excuse, in writing, <u>prior</u> to the day you will miss. In the case of illness,

you may provide your written excuse the day of your return to class. <u>However, please note that there are NO make-ups on lecture quizzes, regardless of the reason for your absence.</u> Your professor will determine validity of excuses. As a general rule, valid excuses are limited to the following: serious illness accompanied by a doctor's excuse, military obligations, religious observances, court-imposed obligations, extreme circumstances beyond your control, and university-sanctioned activities (a written excuse is required for all cases).

Lecture Policies

You are expected to come to every lecture and to be on time. **Abbreviated** notes from lecture will be posted on Moodle. Although it is a large class, we will have discussion in class. You are expected to participate in these discussions. Reading the book and reviewing the notes on Moodle is not a substitute for being in class. In addition, there will be unannounced lecture quizzes. <u>If you do not put your name, section number and lab instructor's name on each quiz, you will not receive credit for the quiz.</u>

As this is a visual class, please refrain from taking notes on a laptop. You will need to draw sketches/diagrams/etc. in your notes and a laptop will not easily allow you to do this.

Please refrain from reading the paper, playing games, sleeping, checking e-mail, facebook, etc. in class. These activities are **incredibly distracting** to those around you. If you do not value your seat in this class, someone else will gladly take it.

Lab Policies

No food, drinks or gum allowed in the lab.

No cell phones. You may listen to music with headphones at the discretion of your lab instructor.

No computer games and no Internet browsing while in lecture or lab. This includes e-mail, facebook and MySpace. These activities are distracting and disrespectful to your classmates and instructor. **If you are found to be doing any of these things, you will be asked to leave for the day.**

Printing is for coursework only. No transparencies in the printer.

Students with Special Needs

If you know of any type of disability or barrier to your success in this class, please let both your lecture and lab professor know as soon as possible. Any student with a documented disability needing academic adjustments is requested to contact the Office of Disability Services and the instructor, as early in the semester as possible. All discussions will remain confidential.

Please contact the Office of Disability Services, 112 Johnston Hall, (225) 578-5919. More information about the University's policy and procedures can be found online at http://appl003.lsu.edu/slas/ods.nsf/index.

Deadline, Late Work & Make-Ups

<u>Deadlines will be given for all work; **these deadlines will not be extended**. Meeting deadlines is essential to be successful in this course and in the mass communication field. All assignments must be turned in at the date and time specified, unless otherwise indicated by your instructor. Late assignments will not be accepted. You will get zero points for each assignment you turn in late.</u> Do not turn in work at any other location. Assignments stuffed under the instructor's door or in his/her mailbox will not be accepted.

Any work turned in after the instructor collects it in class will be considered "late." This strictness is meant to introduce you to the strict deadlines in the communication fields. Late work can mean a missed story opportunity or a lost client. If you miss class due to serious and verifiable emergency (such as jury duty notice, military orders, family emergency, etc.) then you must contact the instructor <u>prior</u> to missing class and turn your work in before class. In case of verified excused absences, the instructor will allow for make-ups; make-ups must be completed within one week of returning to campus. <u>Verification is required for all excused absences.</u>

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Academic Honesty	Students must adhere to the highest standards of academic honesty. ***Unless otherwise noted***, you are expected to complete all homework, assignments, projects, and exams by yourself. Plagiarism and cheating are serious offenses punishable under the academic dishonesty provisions of the Code of Student Conduct. Plagiarism is "the unacknowledged inclusion of someone else's words, structure, ideas, or data, failure to identify any source (including interviews, surveys, etc.), published in any medium (including on the Internet) or unpublished, from which words, structure, ideas, or data have been taken" (LSU Code of Student Conduct). Plagiarism includes presenting work created for another course as original work created during this course. Professors who suspect students of cheating or plagiarism are ***required*** to report such indiscretions to the Dean of Students. The Dean of Students then determines the appropriate course of action, which may include failure on an exam, a paper, or a project; failure in the course; and/or expulsion from the university. Please read the LSU Code of Conduct at http://appl003.lsu.edu/slas/dos.nsf/$Content/Code+of+Conduct?OpenDocument#5.1 for specific information.

Course Components

Components:	
Project #1 – Newspaper Design	200 pts.
Project #2 – Media Kit	200 pts.
Project #3 – Web Site	50 pts.
Assignments/Quizzes	100 pts.
InDesign Exam	75 pts.
Photoshop Exam	75 pts.
Exam #1	150 pts.
Exam #2	150 pts.
Total	**1,000 pts.**

Grade scale:
A = 900 – 1,000 pts.
B = 800 – 899 pts.
C = 700 – 799 pts.
D = 600 – 699 pts.
F = 0 – 599 pts.

All projects will be graded against specific grading criteria that will be given to you together with detailed descriptions of each project. Each lab professor will use the same grading criteria to evaluate your work. Although you may spend a great deal of time and effort on each project, your projects will be evaluated on what you actually submit. **"A" grades will be reserved for OUTSTANDING work only.**

There will be no rounding and no negotiation. If you earn 799 points in the course your final grade will be a C. If you make a D or F in this course, you must take the course again.

If a student believes there is a mistake with a grade then he/she has the right to dispute a grade within one week of the assignment being returned. All grade appeals must be presented to the instructor in person. After one week all grades are final. No grade changes will be considered after this deadline. Grades will not be discussed via e-mail, telephone, or in-class. If a student has a question about a grade, then the student must meet with the instructor in person. There are no exceptions to this policy which is designed to protect the privacy of the student.

Bonus

You will have the opportunity to earn up to 15 bonus points. You can earn these points as a research participant through the Manship School Media Effects lab (You can earn up to three "credits," with each credit worth 5 points). Details will be announced in lecture. Any bonus points you earn will be added to your final grade at the end of the semester. For example, if your final grade added to 890 points and you earned 10 bonus points, those 10 bonus points would be added for a final total of 900 points, which would be an A in the course. This will be the only bonus opportunity.

Final Note

We want you to be successful in this class, and we will do our best to help you succeed. We look forward to working with each of you this semester!

GEAUX TIGERS!

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COURSE CALENDAR:

WEEK	DATE	LECTURE	LAB	Readings
1	Jan. 18	*(no lecture)*	*(no lab)*	Chs. 1, 2
2	Jan. 25	Design Basics	InDesign (article layout)	Chs. 3, 4, 5
3	Feb. 1	Typography & Story Design	InDesign (front page layout) **Software Slammer** Friday, Feb. 5 1 – 3 p.m. in J107	
4	Feb. 8	Color, Art, Illustration & Infographics	**InDesign Exam**	Chs. 15 & 16
5	Feb. 15	Mardi Gras Holiday *(no lecture)*	Mardi Gras Holiday *(no lab)*	Chs. 6 & 7
6	Feb. 22	Photography & Photojournalism	Project Day **Software Slammer** Friday, Feb. 26 1 – 3 p.m. in J107	Chs. 8
7	March 1	Photography Ethics	**Project #1 – Newspaper Design Due by end of lab class**	
8	March 8	Publication & Promotion Design	Photoshop (menus, toolbars, layers)	
9	March 15	*(no lecture)* **Exam #1** Computer Based Test http://www.cae.lsu.edu/default.asp March 15, 16 or 17	Photoshop (cropping, retouching, image modes)	Chs. 9, 10 & 11
10	March 22	Resolution & Visual Identity & Visual Technology	Photoshop (advanced alteration) **Software Slammer** Friday, March 26 1 – 3 p.m. in J107	Chs. 13 & 14
11	March 29	Creative Photography	**Photoshop Exam**	
	April 5	Spring Break *(no lecture)*	Spring Break *(no lab)*	Ch. 17
12	April 12	Web Design, Part 1	Advanced Photoshop & InDesign / Project Day	Ch. 12
13	April 19	Web Design, Part 2	Project Day **Software Slammer** Friday, April 23 1 – 3 p.m. in J107	
14	April 26	Video & Film **Project #2 – Media Kit Due BEGINNING of Lecture**	Dreamweaver	
15	May 3	*Review*	Project Day **Project #3 – Web Site Design Due by end of lab class**	
FINAL EXAM WEEK		**Exam #2** Computer Based Test http://www.cae.lsu.edu/default.asp May 10, 11 or 12		

MC 2015 – Visual Communication

GRADE SHEET

Name: _____

Component	Points earned	Points possible
Project 1 – Newspaper Design		200 pts.
Project 2 – Media Kit		200 pts.
Project 3 – Web Site		50 pts.
InDesign Exam		75 pts.
Photoshop Exam		75 pts.
Exam 1		150 pts.
Exam 2		150 pts.
Lecture Quiz 1		10 pts.
Lecture Quiz 2		10 pts.
Lecture Quiz 3		10 pts.
Lecture Quiz 4		10 pts.
Lecture Quiz 5		10 pts.
Lab Assignment 1		10 pts.
Lab Assignment 2		10 pts.
Lab Assignment 3		10 pts.
Lab Assignment 4		10 pts.
Lab Assignment 5		10 pts.
BONUS		Up to 15 pts.
Total Points		**1,000 pts.**

Grade scale:
A = 900 – 1,000 pts.
B = 800 – 899 pts.
C = 700 – 799 pts.
D = 600 – 699 pts.
F = 0 – 599 pts.