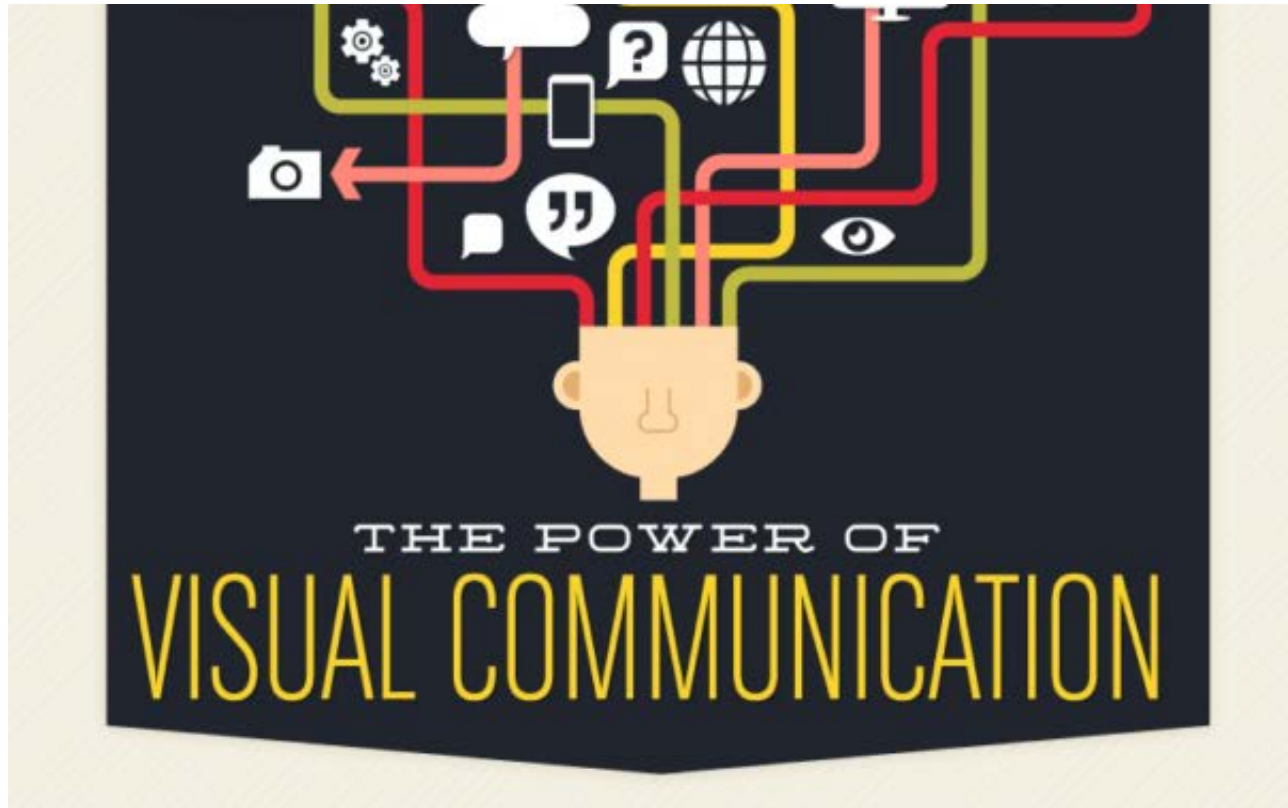


Welcome



About this Course

THIS CLASS IS INTENDED TO HELP YOU ...

Develop an understanding of visual communication principles and their application in all forms of media.

Critically analyze and discuss the informational and aesthetic qualities of the visual communication work of others as well as your own.

Identify and appreciate the significant characteristics and creators of visual communications through study of its history and development.

Actively learn visual concept development and problem solving.

YOUR LEARNING OBJECTIVES INCLUDE ...

Understanding the aesthetic underpinnings of visual communication.

Developing an awareness of and a critical appreciation of the historic developments, movements and practitioners of visual communication.

Practicing the ability to create and analyze a visual concept, with an emphasis on the relationship between form and function.

Becoming a critical consumer of visual communications and be able to identify the information needs of a diverse audience.

AFTER THIS COURSE, YOU WILL BE ABLE TO...

Critically evaluate the aesthetic and communication characteristics of visual communications produced by peers and professionals through effective critique.

Relate the history of visual communication to current and future practice.

Apply the principles of effective visual storytelling through your use of appropriate technology and technique.

Meet the information needs of a well-defined audience.

Demonstrate your understanding of professional ethics in the execution and written justifications of course projects.

Policies

You are responsible for your own level of learning and participation in this class. That means if you do not understand any course material, assignments or readings, it is your responsibility to bring your questions to the attention of the instructor. I can't help you if you don't let me know you need help. You each have valuable ideas to contribute to the learning process. You should always feel free to ask questions or add your comments to the course discussions.

Diversity of ideas and attitudes

Because this course is about the development and use of visual forms of communication, a major portion of each week's work will be spent looking at and discussing images. Some of these images may not meet the same standards of taste you personally hold, but because of their place in the history of the medium, they deserve attention. You are encouraged, and expected, to actively participate in our discussion of these images and should feel free to express your feelings about them.

Likewise, you should be tolerant of the attitudes and opinions of others, giving them the same courtesy of free expression you would expect for yourself. We will only learn from each other if we are all willing to listen to and appreciate the opinions and ideas of others.

Participation (online attendance)

New material will be posted online by **about noon pm each non - F2F day** listed in the course schedule. Your punctual attention to this new material will give you the greatest opportunity to study and learn. New information may also be posted through announcements sent by email or on this website.

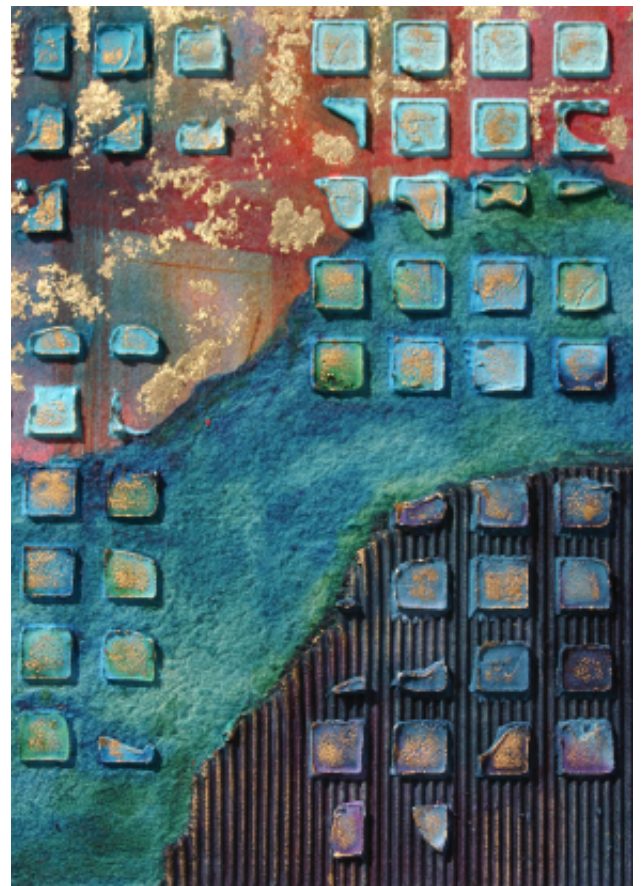
You must regularly visit the class site and you are required to visit this site each day during the semester.

You are expected to view the videos posted as well as read the listed chapters and linked material by the date indicated on the course schedule.

Traffic on the video site is recorded. A failure to attend to this course material will seriously hurt your learning in the course and have a negative impact on your discussions.

Periodic random attendance will be taken through a variety of submission requests.

We will conduct all course business online. If you absolutely need to speak to me in person, we may be able to arrange an office visit. You may always reach me by email except for brief periods of travel or other obligations, or by phone before 10 p.m. M-F.



You may call my cell number 410 818-4227 at any time before 10 p.m. to inform me of a pending absence (inability to attend to online content). You may also notify me by email. Be sure to put "JOUR 300 ABSENCE " in the subject line of the email message.

Do not assume you will be allowed to make up assignments missed during an unexcused absence.

Tests (Required access)

There are three online examinations scheduled for this term. Each is indicated on the course schedule that is part of this syllabus. Each may only be accessed online during the scheduled availability which is usually an 8-hour period the date indicated on the course schedule. Once accessed, you will have 60 minutes to complete each test, except the final exam for which you will have 90 minutes.

You will not be excused from taking a test during the scheduled time unless you are under a doctor's care or have a serious immediate family emergency you can document. A make-up test will only be given if your absence is excused BEFORE the quiz period to be missed.

Starting the course late or completing the course early are not acceptable reasons to expect a rescheduled time for either quiz or assignment submissions. Please do not expect such.

Technology

As this is a hybrid course (face-to-face and online) , you will be required to have access to all technology required for viewing online lectures, for completion of design assignments, participation in online discussions and completion of exams. This class requires the use of computers capable of running, up-to-date web browsers. Firefox, Chrome or Safari are recommended for all class work, including quizzes. Broadband access to the Internet is assumed and required.

Computer labs on the main KU campus have sufficient bandwidth to allow easy digital access to our course materials. You may also wish to have your own computer and network connection. You will use Microsoft and Adobe software for some work in this class. Acquisition of this software will be discussed in class.

Not having adequate access to the required technology is not an excuse for missing deadlines or poor work. If you are unable to provide your own computing technology, you will need to find a public source, or drop the course.

KU Blackboard

The majority of materials for this course will be accessed via Blackboard. Please be sure you know how to use this learning system.

Deadlines

This course has frequent deadlines throughout the term!

All course work must be completed by assigned deadlines. Any work submitted after the assignment deadline will receive a grade deduction of 10 percent per day, unless a deadline extension is granted

by the professor prior to the original deadline.

Do not plan to submit everything on the last day. A grade of INCOMPLETE will be assigned only in accordance with University of Kansas policy.

NOTICE !!! All three modules and related quizzes and discussions must be completed in assigned sequence. They will not be accepted out of sequence.

If this is not possible due to serious illness, you are expected to inform me of the reason for your absence as soon as possible. I will be happy to work with you to make up work missed during an excused absence.

Originality

You will always be expected to use your own imagination, images, and information. The highest levels of ethical conduct and integrity expected of working professionals apply to you in this course. Please review the relevant policies as shown below under the Learn More label. You will always be expected to use your own imagination, images, and information. Assignments completed with material from copyrighted sources will require appropriate attribution and/or permission for use.

You will be taking three online quizzes during the term. These will have specific instructions with regard to security and online testing methods. Because you will be taking these exams using your own computer (or an available public computer) there will be no proctor, so you will have the freedom to use notes and books. You should not plan on using online material during the exam as the testing method will lock down network access to just the exam.

The testing method also examines each submission for similarities in answer patterns and testing location. Do not plan on taking the exam with other students unless in a KU computer lab where porters will assure privacy.

J-School and KU Plagiarism Rules

Students with disabilities

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact me as soon as possible. Please be aware that the KU Office of Disability Resources coordinates accommodations and services for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible. Information about services can be found at <http://www.disability.ku.edu/~disability/>. Or you can visit the office on the first floor of Strong Hall. The phone numbers is 785-864-2620. Please contact me privately regarding your needs in this course.

Inclement weather

In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). Because this class is completely online, this will only affect deadlines scheduled for days when the campus is closed. If such

instance occurs, I will notify the class by email to revise the deadline.

Copying or sharing course materials

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Sharing of video and audio recordings of lectures without instructor consent is prohibited. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Email

All students are REQUIRED to regularly check their KU (name@ku.edu) email account.

Class information will be frequently sent to this account. If you use another account, please be sure your KU account is set to forward email to that non-KU account. I will not attempt to chase you to email accounts other than your official KU email. Not being aware of course material because of failure to use your @ku.edu email account is not an accepted excuse.

I have my email program set to filter JOUR 300 messages to a priority folder. When sending email to me, please always put **"JOUR 300fall17 – your topic here "** in the subject line.

I will make every effort to reply to your email as quickly as possible within 24-hours of its receipt. Do not expect immediate replies to emails after 10 p.m. or before 9 a.m. I check email regularly on the weekends but do not assume replies will be as immediate as during the work week.

You may communicate by email with me about anything related to the course except grade revisions. I will not discuss anything related to grade changes online. If you want to discuss a review of a graded assignment or test, you may arrange an office appointment with me.

Vacations, Travel, etc.

You are expected to participate in each scheduled class day of the course. Travel and other course work are not an excuse for missing due dates or tests. Internet connections are widely available at coffee shops and public libraries but do not assume they will have the dependability of connection required for test taking or video viewing.

Please do not ask to take the final exam before its scheduled date and time so you may end the term early for a vacation. This is not an acceptable excuse for such absence.

Evaluation for your effort in this course will be based on your shared contribution to the understanding of material presented in the textbook and through the lectures and related links. Online discussions, while not the same as in face-to-face classrooms, can often be more informative because much of the extra chatter is excluded.

You will also have two unit tests, a final exam, creative projects and participation expectations.

To get the grade you want, stay up to date with readings, meet all deadlines and fully prepare for the tests.

Creative Assignments (CA) – 35% of Total Course Grade (2 @ 10% and 1@ 15%)

Tests – 30% of Total Course Grade (2 @ 15%)

Two exams will be given during the term. Each quiz will assess your learning of material covered for an identified module of the of the course. The tests will be online and generally be 50 or fewer questions. A time limit for each will be assigned at the time of the test, but generally these will only be 60 minutes or shorter. Additional instructions will be posted prior to each test.

Final Exam – 20% of Course Grade

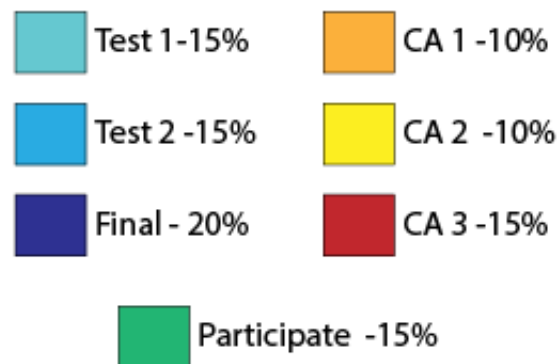
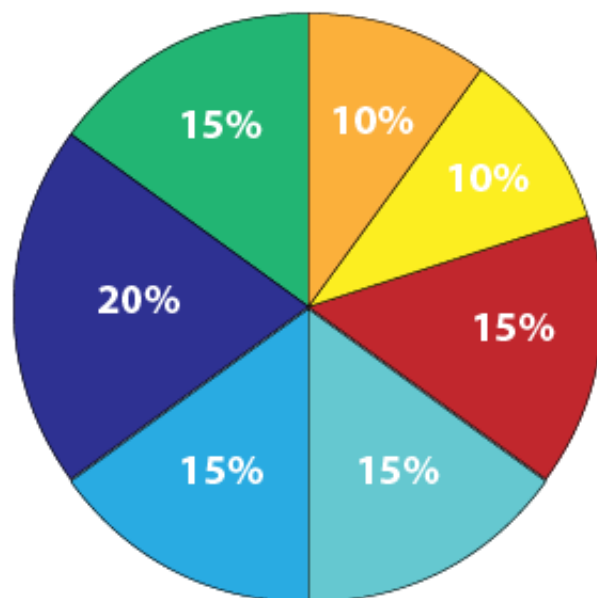
There will be a final exam during the term. The exam is cumulative, meaning information provided by the professor in class assignments, video lectures, assigned readings and web sites, or online discussions may be included in the exam questions.

The exam will be online. You will be required to complete the exam by a specific deadline and will have a finite amount of time to do so once you begin the exam. The exam will be limited to 90 minutes. Additional instructions will be posted prior to the exam.

Attendance and Participation – 15% of Course Grade

Attendance is required at all face-to-face class meetings.

Grade Weighting



To encourage (and assess) your attention to the lecture videos and other material presented on class days, you will be expected to participate in other forms of online participation during the term. These may or may not be indicated on the class schedule, but will be assigned during the course lectures or other announcements. These will usually involve your response to or sharing of material related to the course topics.

These opportunities will be random, but will encourage your active learning by expecting you to participate in chats, discussions, Q&A's and other ways of information sharing.

Specific responses to unit-based questions will be assigned via Voice Thread and will count toward this portion of the semester grade

A pattern of non-participation, missed deadlines and failure to respond to attendance queries will result in a deduction of up to 10 percent of the final course grade.

VISUAL BASICS

IMAGE MAKING

PRESENTATION DESIGN

		Tuesday - Face-to-Face Class meets in Stauffer-Flint Room 101		Thursday - Virtual Activities Class activities beyond the classroom (except as noted)
Week 1	Aug. 22	Introductions , intro to hybrid learning, course outcomes, learning objectives, Blackboard Syllabus O-P-T-I-C	Aug. 24	F-2-F meeting ; Visual History, Voice Thread, Top Hat, Prepare for 8/29: Get book, check links
Week 2	Aug. 29	Design Principles at work. Twenty rules for design Space and composition, visual hierarchy	Aug. 31	Prepare for 9/5 - Color Read Design Elements (DE) : Chap. 1 - 2 Download POGD Udemy InDesign Basic Training
Week 3	Sept. 5	Color Basics – Theory, harmony, psychology Understanding CMYK, RGB, resolution, etc.	Sept. 7	Prepare for 9/12 - Type Read Design Elements (DE) : Chap.3 Udemy InDesign Basic Training
Week 4	Sept. 12	Typography – Classification, measurement, font harmony, designing with type	Sept. 14	Voice Thread Reaction #1 +Due by 5 pm Udemy InDesign Basic Training
Week 5	Sept. 19	Creative Assignments Discussion Specifics for VA #1	Sept. 21	Udemy InDesign Basic Training Completed VA 1 project production
Week 6	Sept. 26	Creative Assignment 1 Due - Critique in Class	Sept. 28	Test One Prepare for 10/3 - Photo Read Design Elements (DE) : Chap. 4 . See links for 10/3
Week 7	Oct. 3	Photography, Videography Similar rules, different strategies	Oct. 5	Prepare for 10/11 - Informational Graphics Read Design Elements (DE) : Review Chapt. 4 See links for 10/11
Week 8	Oct. 10	Informational Graphics Using visual tools to understand data Discuss Specifics for VA #2	Oct. 12	Final Project Announcement and Online discussion
Week 9	Oct. 17	Fall Break No Class	Oct. 19	Voice Thread Reaction #2 Due by 5 pm
Week 10	Oct. 24	Visual Ethics in the age of Alt. Truth What is and isn't acceptable	Oct. 26	VA 2 project production
Week 11	Oct. 31	Creative Assignment 2 Due - Critique in Class	Nov. 2	Test Two Prepare for 11/7 - Bringing it all together Read Design Elements (DE) : Review Chap. 5 See links for 11/7
Week 12	Nov. 7	Design using the grid, Eye Track Research Review Specifics for Final Project	Nov. 9	Prepare for 11/14 - Web Design See links for 11/14
Week 13	Nov. 14	Understanding Web Design, HTML, CSS, "Themes" Discuss Specifics for VA #3	Nov. 16	VA 3 project production
Week 14	Nov. 21	PRODUCTION	Nov. 23	Thanksgiving Holiday No Class
Week 15	Nov. 28	Production Voice Thread Reaction #3 Due by 5 pm	Nov. 30	PRODUCTION
Week 16	Dec. 5	Creative Assignment 3 Due - Critique in Class	Dec. 7	Final Exam Review
Mon.	Dec. 11	FINAL EXAM 1:30 - 4:00 PM		NOTE: The final exam is on Monday, not Tuesday like our regular class meetings.