



Course Syllabus (rev. 8/15/06)

Course #: DMT 1030 Course Name: Visual Communications

Division: Engineering and Industrial Technologies

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<b>Class Days:</b> M & W/T & R	<b>Class Time:</b> 5:00-6:20/11:00-12:20
<b>Location:</b> A106	<b>Laboratory:</b> NA
<b>Credit Hours:</b> 3	<b>Contact Hours:</b> 3
	<b>Lab Hours:</b> 0 <b>Lecture Hours:</b> 3

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<b>Instructor:</b> Mark Grine & Gil Gonzalez	<b>Office Location:</b> E215 Suite C
<b>Phone:</b> 419-559-2313	<b>Email Address:</b> mgrine@terra.edu

**Office Hours:** TBD

**Division Office/Location:** Engineering Building    **Division Fax:** 419-334-2300

**Full-time Contact Person:** Jayne Bowersox    **Phone(s):** (419) 559-2410

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**Course Description:**

A detailed study of human visual perception applied to communication problem solving. Students will acquire a new visual language learning how to use design principles, composition typography, photography, color and other vital components of visual literacy.

Print, film, video, multimedia and other visual and digital mediums will be compared and contrasted throughout the course of study.

**Prerequisite(s):** None

**Corequisite(s):** None

**Entry Level Skills and Knowledge:** None

**Required Texts, Supplies and Equipment:**

**Textbook:**    Graphic Communications Today. Thomson Learning, 4<sup>th</sup> Edition, 2004

**Materials:**    Various samples of visual mediums as required by the instructor.

**Grading:**

- 93-100 = A
- 85 – 92 = B
- 78 – 84 = C
- 70 – 78 = D
- Below = F

## Learning Outcomes:

### General Education

1. **Communicate effectively**
2. **Evaluate arguments in a logical fashion**—Competence in analysis and logical argument are explicit learning goals for most general education programs, although these skills go by a variety of names (e.g., critical thinking, analysis, logical thinking, etc.). **Students will be able to demonstrate competence in problem solving in communication, mathematics, and in team settings.**
3. **Demonstrate an understanding of cultural differences and the knowledge of how to work effectively in a global and diverse culture and society.**
4. **Employ the methods of inquiry characteristic of natural sciences, social sciences, mathematics, and the arts and humanities;** general education introduces students to methods of inquiry in several fields of study and thereby prepares students to integrate information from different disciplines.
5. **Engage in our democratic society**—one of the overarching goals of general education is to prepare students to be active and informed citizens; the development of a disposition to participate in and contribute to our democracy is of equal importance to the goal of having the skills to do so intelligently.

**Learning Outcomes 1-3 will be measured for all students** through the CAAP assessment (Writing, Mathematics, and Critical Thinking) and through the e-portfolio (Writing and Cultural Diversity). Outcomes 1 and 2 will also be assessed through course and program assessment for applied degree programs.

**Learning Outcomes 1-5 will be assessed in specific courses included in the Transfer Module.**

### Upon completion of the course the student should be able to:

- Gain a working knowledge and familiarity of the terms used in various types visual communication mediums.
- Demonstrate successful use of basic concepts of visual communications through the various mediums studied.
- Demonstrate successful use of page layout, typography.
- Evaluate various mediums for visual appeal.
- Demonstrate the ability to design an online site using organizational strategies for content and storyboarding.
- Demonstrate the ability to work within a group using the various mediums studied in group projects.

## Assessment of Student Learning:

Assessment Projects and Measurement in course:

Personal Projects - Demonstrate successful use of basic concepts of various visual mediums to create several comprehensive visual projects relative to classroom discussion .

Final Group Project – Demonstrate the ability to work within a team environment to create a media based group project.

Plan of Work:

<b>Week</b>	<b>Reading/Lecture</b>	<b>Lab/Project</b>
1	<b>Chapter 1</b>	Using Visual Communication
2	<b>Chapter 2</b>	Graphic Communication today Connecting past legacies
3	<b>Chapter 3 &amp; 4</b>	Type – The Basic Ingredient Creative Typography
4	<b>Test Chapters 1-4</b>	Open Class time for project work
5	<b>Chapter 5</b>	Design Shaping Media Architecture
6	<b>Chapters 6</b>	Color Understanding light & color
7	<b>Chapter 7 &amp; 8</b>	Art, Illustration & Photography
8	<b>Test Chapters 5-8</b>	Open Class time for project work
9	<b>Chapter 9</b>	Printing, Paper and Production
10	<b>Chapter 10</b>	Public Relations
11	<b>Chapters 11 &amp; 12</b>	Newsletters & Advertising Design
12	<b>Test Chapters 9-12</b>	Open Class time for project work
13	<b>Chapters 13 &amp; 14</b>	Magazine & Newspaper Design History of Newspaper Design

14	<b>Chapters 16 &amp; 17</b>	New Media – Websites, Animation & Interactive Media Final Project Assignments
15	<b>Test Chapters 13, 14 &amp; 16, 17</b>	Open Class time for project work
16	<b>Final Project Presentation</b>	Open Class time for project work

### **Course Requirements:**

4 Tests	45%
Lab Assignments	20%
Visual Projects	25%
Instructor Evaluation	10%

The lab projects and Online Sites project *must be completed with a passing grade* to receive credit for the course. There will be **NO make up tests** unless previously arranged before the test date.

### **Policies**

**Cell Phones, beepers, pagers:** Electronic communication devices must be turned off when entering class to avoid distraction to other students. Exceptions are made in case of public service officials (firefighters etc.) or in the case of a family emergency. In such cases the devices should be kept on vibrate if possible. This must also be cleared with the instructor before the beginning of class each day. Failure to comply will result in reduction in grade for lab that day or on an ensuing quiz or test.

**Course Withdrawing:** If for any reason you need to withdraw from this course, be certain that you do so according to College procedure. It is your responsibility to know and follow this procedure. If you simply stop coming to class, without officially withdrawing from the course, your grade is an automatic “F.” Please follow official College procedure for withdrawing from this or any course.

*College Academic Policies are located in the College Catalog. A copy of the current catalog may be picked up in any of the division offices or admissions. The list of college policies is also available online at <https://www.terra.edu/register/Collegecat/policies.asp>.*

**Support Services:** The College offers a number of support services to assist in your success in this course and all courses. Among these services are the Writing & Math Center in B105, the Office of Learning Support Services, which coordinates the campus disability services and tutoring programs, the computer labs, and the computers in the atriums.

Any student who feels he/she may need an accommodation based on the documentation of a disability should contact the Office of Learning Support Services privately to discuss his/her specific issues. Please contact the OLSS at (419) 334-8400 X 208 or visit 100 Roy Klay Hall (Building A) to coordinate reasonable accommodations.

***If you have a documented disability and are receiving academic accommodations through the Office of Learning Support Services, please schedule a meeting with your instructor in a timely manner so that we may discuss how these services will be arranged.***

Tutoring services are available to students beginning the second week of every quarter. Students requesting tutoring services should obtain a tutor request form from the OLSS in 100 Roy Klay Hall (Building A) or online at the Terra website. Please note that instructor verification and acceptance of the Student Learner Agreement is necessary for all tutoring requests. All requests should be submitted to 100 Roy Klay Hall (Building A).