



Course Description

Visual Communications is an exploration into the idea that memorable visual messages with text have the greatest power to inform, educate, and persuade an individual. This course is an attempt to discover why some images are remembered while most are not.

Class Information

Call Number: 13129

Room: Brasee 416

class hours: Mondays & Wednesdays 9 to 11 AM

Instructor Information

Shane Tilton

Office: Herrold Hall 204

office hours: M/W 1 to 3 PM and other times as requested,

Phone: (740) 610-0424

email: tiltons@ohio.edu

Course Objectives

Through taking this course, students will:

1. demonstrate an ability to analyze visual messages in a variety of mediated contexts,
2. articulate the reasons why there is a difference between an ordinary visual message and one that becomes an international icon,
3. produce high quality visual messages in subsequent classes and professional contexts,

Required Reading

Martin, P. (2010). *Visual communication: images with messages*. Wadsworth Pub Co.

There will also be hand outs given throughout the quarter.

Class Schedule.

The class will be broken into two themes. The first will be some of the basic theory that drives our understanding of visual communication analysis and visual rhetoric. The second will be placing that theory within different mediums.

Theory	March 26	Syllabus/Introduction to Visual Communication
	March 28	Visual Communication (Chapter 1)
	April 2	Visual Cues (Chapter 2)
	April 4	Visual Theory (Chapter 3)
	April 9	Visual Persuasion (Chapter 4)
	April 11	Visual Stereotypes (Chapter 5)/Test
	April 16 & 18	No Class/Take Home Project
	April 23	Visual Analysis (Chapter 6)
	April 25	Typography (Chapter 7)
	April 30	Graphic Design (Chapter 8)
Praxis	May 2	Informational Graphic (Chapter 9)
	May 7	Cartoons (Chapter 10)
	May 9	Mid-Term
	May 14	Photography (Chapter 11)
	May 16	Motion Pictures (Chapter 12)
	May 21	Television (Chapter 13)
	May 24	Computers (Chapter 14)
	May 28	Web (Chapter 15)
	May 30	Conclusion (Chapter 16)
Important Dates	April 11	15% Test
	April 23	10% Take Home Project Due
	TBA	10% In Class Project
	May 2	Last Day to Drop
	May 9	15% Mid Term
	June 4	20% Final Exam (8 AM)
	June 9	20% Final Paper (5 PM)

The assignment is to be completed by the day indicated. There will be a half grade deduction for every class date that the project is late. The schedule may be subject to change based on weather, emergencies and other considerations. There will be a revised schedule handed out if such a change occurs.

Attendance

As this class requires constant practice to maintain your skill set in this field, it is mandatory to attend every class. Each absence will count five points off your overall grade. You can turn in as many as 4 extra credit papers. These two-page papers are an analysis of any visual message, a recommended motion picture, or an exercise at the end of a chapter. The papers are worth five points each and will be added to your overall grade. Extra credit papers are due the last class. If you have to miss any classes due to medical reason, you will be excused if you have medical documentation. If you have to miss class because you are acting a representative of OU-L, you will be excused.

Chapter Paper

You will be randomly assigned a chapter after the first week. You will write YOUR OWN 2.5-page paper on any topic you wish that relates to your chapter's subject. Use three sources other than the textbook and avoid your personal opinion. You may send me the paper via an E-mail attachment once for my feedback. It is worth 10 percent of your overall grade.

Term Paper

You will write a seven-page paper that analyzes any visual message within any media. Analyze the picture using the procedure discussed in Chapter 6. Divide your paper into nine sections with clear headings: an introduction, the six perspectives, a conclusion, and a bibliography with at least three sources. You may send me the paper via an E-mail attachment once for my feedback. The paper is due the day after the last class.

Grading Rubric

To earn an "A" on a project it, must have all of the required elements, must have an effective introduction to the project, must have a clear and sensible order, must show creativity, motivation and critical thinking, must have good audio and visual resources, must be effective in how the media was used, and must effectively use transitions.

To earn a "B", the project must have all of the required elements, but be missing one of the other "musts".

To earn a "C", the project is missing two or three of the "musts".

To earn a "D", the project is missing four or five of the "musts".

To earn an "F", either the project isn't done or of extremely poor quality.

Plagiarism

"All forms of academic misconduct are prohibited by the Student Code of Conduct. Academic misconduct refers to dishonesty in examinations (cheating), presenting the ideas or the writing of someone else as one's own (plagiarism), or knowingly furnishing false information to the university by forgery, alteration, or misuse of university documents, records, or identification. Academic dishonesty includes, but is not limited to, the following examples: permitting another student to plagiarize or cheat from your work, submitting an academic exercise (written work, printing, sculpture, computer program) that has been prepared totally or in part by another, acquiring improper knowledge of the contents of an exam, using unauthorized material during an exam, submitting the same paper in two different courses without knowledge and consent of professors, or submitting a forged grade change slip.

If you are unsure about a question of academic misconduct, consult your instructor or the director of Judiciaries. If you are found to be involved in academic misconduct, your instructor has the option of lowering your grade or giving you an F grade on the project or in the course, and/or referring you to Judiciaries. Possible sanctions through Judiciaries are suspension, expulsion, or any sanction not less than a reprimand.

The Office of Judiciaries is in Beckley Building, Suite D, (740) 593-2629."

Source: <http://www.ohiou.edu/judiciaries/misconduct.htm>

Disability Statement and Policy on Instructional Modifications

Students who have documented disabilities are encouraged to discuss access to classroom resources and needed adaptive equipment to facilitate learning with this instructor. This instructor reserves the right to change class assignments and dates or move the class to another location if the situation is deemed necessary to this instructor. Special needs students/anyone with difficulties are asked to make these needs known to me. Ohio University and the Electronic Media program strives to respect the value and dignity of every student and the persons we serve. As a member of this class, you will be expected to respect others and not discriminate against persons regardless of their race, religion, color, sex/gender/gender or sexual orientation, age, national origin or ancestry, marital status, parental status, handicap or ability status, health status, or veteran status.

Source: <http://www.ohio.edu/equity/upload/disability-handbook.doc>

Final Advice

DON'T PANIC!

This is the way to happiness!