

VC&D1110 Intro to Visual Communication

VC&D1110 12217 | Spring 2011 | Weds. 12-1:50 pm | Al Wasco | alan.wasco@tri-c.edu | Office: C230

Visit our class website: www.IntroVC.com

This is a *tentative* schedule of topics to be covered. Specific dates and/or topics may change based on class progress, interest, and other education considerations. Other assignments may be added to those listed below. Please contact me if you have questions about this schedule.

WK 1	Jan 19	What is visual communication? How do we use it? Assignment 1: Examples of visual communication (<i>due next class</i>)
WK 2	Jan 26	How we see. Inside the eye; optical illusions; visual order in black & white Assignment 2: Black shapes (<i>due next class</i>)
WK 3	Feb 2	It's all CRAP! Visual principles: Contrast, Repetition, Alignment, Proximity Assignment 3: Revise Black shape assignment based on feedback (<i>due next class</i>)
WK 4	Feb 9	First impressions. Gestalt principles; the whole is greater than the sum of the parts. Assignment 4: Examples of Gestalt principles in use (<i>due next class</i>)
WK 5	Feb 16	Black & White. Tonality = black, white and everything in between. Assignment 5: Explore tonality (<i>due next class</i>)
WK 6	Feb 23	All together now: Tonality and other graphic principles in use Assignment 6: Analyze magazine layout (<i>due next class</i>)
WK 7	Mar 2	Color! Theory and practice, systems, color wheel, color schemes. Assignment 7: Examples of color schemes (<i>due next class</i>)
WK 8	Mar 9	Whew! (halfway there) Midterm Quiz / Bring <i>Notebook</i> for progress review. Individual meetings with instructor
Mar 11		Academic Progress Reports due
WK 9	Mar 16	No class! Spring Break
WK 10	Mar 23	More color! Assignment 8: Color self-portrait (<i>due next class</i>)
WK 10	Mar 30	Tell me a story: Visual storytelling, how it works, elements & ideas. Assignment 9: Single-frame story (<i>due next class</i>)
WK 11	Apr 6	A longer story: Multiframe stories, learning from comics. Assignment 10: Multiframe story (<i>due next class</i>)
WK 12	Apr 13	Symbols: definition & history; types of symbols, why they are important. Introduction of Final Project (<i>due Dec 10</i>) Assignment 11: Symbols (<i>due next class</i>)
Apr 15		Last day to withdraw with a grade of "W"
WK 13	Apr 20	Typography: what it is & how we use it. Assignment 12: Typographic scavenger hunt (<i>due next class</i>)
WK 14	Apr 27	Information Architecture: Building a strong foundation Ideas & sketches for final project.
WK 15	May 4	Advertising & Propaganda: The power of visual communication. Notebook due.
WK 16	May 11	Last class: time to celebrate! Final Project due.