

# VC&D1110

Cuyahoga Community College  
Western Campus  
Creative Arts Unit

## Visual Communication & Design

VC&D1110 12217  
Spring 2011  
Weds. 12-1:50 pm.  
Credit hours: 2  
Prerequisites: None

*Visit our class  
website!*

[www.IntroVC.com](http://www.IntroVC.com)

**Al Wasco**

Assistant Professor  
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Office **C230**  
**216-987-5237**

Office hours:  
**Tu/Th** noon-2:30 pm,  
4:45-5:45 pm  
**Weds** 4:45-5:45 pm  
**Fri** noon-2:00 pm

### **WHICH WAY TO THE RESTROOMS?**

This photo of a sign taped to the wall in an office building shows what happens when cuteness wins out over clarity.

The cute little walking arrows send the wrong message: note the hand-drawn arrow below them.

We'll learn **why** this sign doesn't work

# Intro to Visual Communication

## COURSE DESCRIPTION

### Learning to see!

This is a fundamental, non-laboratory class that will **explore a broad range of visual topics as they pertain to communication**. Gain a better understanding of photographs, layouts, illustrations, videos and information design. Requires an additional 1-4 hours per week outside the classroom to complete reading, written and visual assignments.

## OUTCOMES/OBJECTIVES

Upon successful completion of *Introduction to Visual Communication*, students should be able to:

- Explain how we see two-dimensional information, physiologically and perceptively.
- Explain the theorems of visual order.
- Construct a two-dimensional presentation to achieve a specific desired result, as it pertains to both composition and message or story.
- Explain illusion—how to analyze it and how it is created.
- Describe basic color theory, color schemes, color effects in pictorial imagery and the historical and cultural implications of color usage.
- Explain the fundamentals of appropriate and creative usage of typography.
- Describe how symbols are created, their cultural significance and usage.
- Explain the principles of information graphics.
- Summarize the fundamental, compositional structure of successful pictorial imagery.
- Explain the social and psychological power of pictorial imagery and ways that it can be structured or manipulated to elicit specific reactions.
- Describe historical representations of people and modern ethical considerations regarding the presentation of gender, ethnicity, age, race, class and creed.

## TEXTBOOKS

No required textbook. Recommended: *Visual Communication: Images with Messages*, 4th Edition, by Paul Martin Lester. Wadsworth Publishing (2005) ISBN: 0534637205 (about \$100) *OR* 3rd edition (2002) ISBN: 0534562442 (used copies less than \$5 on Amazon.com)

## REQUIRED MATERIALS

Glue stick, colored construction paper, metal ruler (12" or more), Exacto knife, plastic cutting surface (11x14" or larger), Sharpie finepoint marker (black), 3-4 magazines of different kinds for samples of visual communication.

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## **NOTEBOOK**

A major part of the class is creating a notebook that includes all your class notes, handouts, samples of work, sketches, ideas, completed assignments, examples of visual material found outside of class, etc. This is an ongoing project that you should start immediately and add to every week. Your notebook will be graded at midterm and again at the end of the semester. More details about this in class.

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## **PARTICIPATION**

### **IN CLASS:**

Please keep all personal and off-topic conversations to a minimum. Using your cellphone, PDA, etc. for non-class purposes is disruptive to others and is not permitted. Ringers must be turned off/set to "vibrate" during class.

### **PRESENTATIONS AND CRITIQUES:**

An important factor in the success of any type of communication is discussing it with others, so a significant part of this class involves in-class presentations, critiques and discussion of your work. Your active, thoughtful participation is essential, and you will be graded on it.

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## **ATTENDANCE**

Attendance is mandatory. Please be aware that:

- If you know that you are going to miss a class you must inform me in advance via email.
- When absent you will miss in-class assignments and/or quizzes, which cannot be made up.
- Missing 1/2 hour or more of class (whether at the class start, end or combination) counts as an absence and will impact your participation grade.
- If you miss a class please contact me as soon as possible via email. You are responsible for any work completed or assigned during your absence.

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## **ASSIGNMENTS/PROJECTS**

### **DUE DATES:**

All exercises and assignments are due at the START of class on the due date. Anything else is considered late and will have points deducted as shown below. If you arrive late to class, your work is likewise late that day.

Within 24 hrs. of due date	5% penalty
Next class meeting	10% penalty
More than one week late	Not acceptable = score of 0

If you know that you will miss a class, make arrangements to deliver your work before class.

### **MAKE-UP POLICY:**

Assignments can be made up within one week of your return to class. *You must contact me to make arrangements to make up work.* You are responsible for getting the information and instructions needed to complete the assignment.

### **REVISING, RE-GRADING:**

If you turn a project in ON TIME and are not satisfied with the grade you receive, you may rework the project and submit it within two weeks of receiving the grade, I will regrade the project. This does *NOT* guarantee a higher grade. Projects that are late to start with cannot be resubmitted.

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## **FINAL EXAM**

There is no final written exam for this course. There is a final project and critique.

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## **DISABILITIES AND OTHER CONCERNS**

If you have a disability that requires some type of accommodation, or you have concerns about *any* issue that may affect your performance in this class, please talk with me privately after class, during office hours or via email at any time. If you need course adaptations or accommodations, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please let me know.

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## **HOMEWORK**

Much of your learning depends on work done outside of class. Expect to spend 1-4 hours per week outside of class reading, researching, and/or working on exercises and projects.

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### WITHDRAWAL

You may withdraw from any course prior to the last day of the second week of the semester with NO notation in your permanent record. After this you may withdraw from this course for any reason up to the last day of the twelfth week of the semester (Friday, April 15, 2011) and your withdrawal will be noted with a "W." A student's failure to attend classes shall not constitute an official withdrawal. It is your (the student's) responsibility to make sure that an official withdrawal takes place. All transactions involving withdrawal from courses shall be done in writing and on forms provided by the college

### GRADING

Weekly projects/exercises	40 pts
Notebook	20 pts
Final Project	20 pts
Participation	20 pts

Grade	Meaning
A 90-100	<b>Exceptional</b> participation & accomplishment; quality and/or quality of work exceeds expectations.
B 80-89.9	<b>Above average</b> participation & accomplishment; quality and/or quantity of work better than most.
C 70-79.9	<b>Average</b> participation & accomplishment; quality and quantity of work is similar to most students.
D 60-69.9	<b>Below average:</b> quantity of work is less and/or quality of work is less competent than most students.
F < 60	<b>Severely inadequate</b> participation and/or failure to produce acceptable work

### HOW TO GET AN "A"

Be actively involved in class every day: listen, work hard, ask questions. Do work that exceeds the standard in quality and/or quantity. Go beyond the requirements. I evaluate your work using these standards: 1) the project description & specifications; 2) the work of your classmates; 3) your own abilities and progress.

*I have read and I understand the class policies for: Intro to Visual Communication / Spring 2011*

Signature \_\_\_\_\_ Date \_\_\_\_\_

As part of a continuing attempt to promote the work of the college and our students, we often use student work in displays on campus or off, on the college website, in promotional publications, etc. If you would like your work considered for such use, please fill out and sign below. This is optional and in no way affects your grade for this or any other course.

### PERMISSION TO DISPLAY OR PUBLISH

I hereby grant to Cuyahoga Community College the non-exclusive right to display and/or publish artwork—digital, printed or in other form—created in or for the class:

[ Intro to Visual Communication / VC&D1110 / Spring 2011 ]

in any media now known or hereafter devised, in all languages for distribution throughout the world, and in the advertising and promotion thereof.

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_