

J210 (Section 5551), Visual Communication
Spring 2012

1:15 – 2:30 p.m. Monday/Wednesday, Crestview 204
Professor: Ron Allman
Office: Crestview 117
Phone: 941-2381, Fax: 941-2582, E-mail: rallman@ius.edu
Office hours: M–R 3 p.m. – 4 p.m. and by appointment

Course Objectives: This course will teach you the skills and give you the knowledge necessary to communicate graphically. Areas covered will include the following: design and layout principles, typography, formatting publications, electronic publishing, informational graphics, video editing and preparation for publication.

Students with Special Needs: If you require any special assistance in meeting the class requirements due to a certified disability, please see me after class or during office hours within the first two weeks of the semester. Special accommodations or alternative-format materials will be made available. Students with disabilities may want to contact the Office of Services for Students with Disabilities.

Required Text: “Visual Communication,” first edition, by Ronald Allman, ISBN#9780757587795. You may wish to use Lynda.com, available free to IUS students via IUWare, to watch instructional videos on Adobe InDesign, Adobe Photoshop and Adobe Premiere Elements.

Reading Assignments: All reading assignments will be read before class and you should be prepared to discuss the reading assignment in class. I reserve the right to quiz you on the readings if I feel the reading assignments are not being done.

Attendance, Punctuality and Deadlines: Class attendance is mandatory. You should plan to attend all class sessions, to participate in class and to stay for the entire class period. Attendance will be taken. Being late twice will be considered an absence. A total of three absences will result in a grade of “F.” Medical appointments, job interviews and part-time or full-time jobs are not considered valid excuses for absence. All assignments are due at the beginning of class. Deadline extensions will only be given under special circumstances. Make up exams will not be given. Attendance is required on in-class work days.

Class Interruptions (Cellular Phones, Pagers, Et Cetera): Cellular phones and pagers will be turned off during the class time. Please inform those who might wish to contact you during class time that your devices will be turned off. Those creating these interruptions will be asked to leave the class and will be considered absent. Texting is considered a class interruption.

Computer Rules: During class time, the computers in the lab will be used only for class work. Checking e-mail, Facebook, Twitter and YouTube is not acceptable and is a

distraction to you and others. You will be asked to leave and will be considered absent.

Grading: The total number of points you accumulate out of a possible 710 will determine your final grade. The breakdown is as follows:

1. Five design projects (100 points each / 500 points total)
2. One exam (100 points)
3. One final exam (100 points)
4. Class Participation (10 points)

Points will be determined by the following chart:

A	—	674-710	B-	—	586-602	D+	—	475-496
A-	—	639-673	C+	—	539-585	D	—	461-474
B+	—	617-638	C	—	532-538	D-	—	426-460
B	—	603-616	C-	—	497-531	F	—	Less Than 426

There will be no extra credit opportunities. Your projects will be graded on how the design problem was solved, if directions were followed, aesthetic appeal and neatness. Creativity and taking chances is encouraged and will be rewarded. Grades may not reflect the amount of time and effort put into a project.

Class Schedule

Jan. 9	Introduction In Class • Discuss course content For Next Class • Read pp. 1-11
Jan. 11	Design Steps / Design Principles In Class • Discuss the five steps of design / define design principles For Next Class • Read pp. 12-32
Jan. 16	No Class
Jan. 18	Graphic Elements / Creativity In Class • Discuss elements that make up graphic design
Jan. 23	InDesign In Class • The basics of using Adobe's page-design software
Jan. 25	InDesign In Class • More instruction on using InDesign For Next Class • Read pp. 57-66
Jan. 30	Ad Design In Class • Project 1 assigned • Discuss advertising design For Next Class • Read pp. 33-38
Feb. 1	Gestalt Theory In Class • Discuss the principles of Gestalt theory For Next Class • Read pp. 39-46
Feb. 6	Typography / Points and Picas In Class • Discuss the history, principles and characteristics of type
Feb. 8	In-Class Work Day In Class • Work on Project 1

- For Next Class • Read pp. 67-76
- Feb. 13 Project 1 Evaluation / Newspaper Design
Project 1 due
In Class • Define and discuss the parts of a newspaper
• Project 2 assigned
- Feb. 15 Newspaper Design / Dominant Photos
In Class • Discuss newspaper page layout
- Feb. 20 Dummies, Grids and Modular Design
In Class • Discuss the underlying structures of page design
For Next Class • Download and read color chapter
- Feb. 22 Color
In Class • Discuss color theory
- Feb. 27 In-Class Work Day / Review
In Class • Work on Project 2
For Next Class • Review notes and text for exam
- Feb. 29 Exam
For Next Class • Read pp. 77-82
- March 5 Project 2 Evaluation / Magazine Design
Project 2 due
In Class • Class evaluation of project 2
• Project 3 assigned
For Next Class • Read pp. 47-56
- March 7 Photography / Photoshop
In Class • Discuss the world of photographic imaging
- March 12 Photography / Photoshop
In Class • Discuss more about photography and Adobe Photoshop
- March 14 In-Class Work Day
In Class • Work on Project 3
- March 19 Project 3 Evaluation / Video Design
Project 3 due
In Class • Discuss video editing and design, Adobe Premiere Elements
• Project 4 assigned
- March 21 Video Editing
In Class • Discuss video editing and design, Adobe Premiere Elements
- March 26 Spring Break
- March 28 Spring Break
- April 2 Printing, Inks and Paper
In Class • Learn the basics of production
- April 4 In-Class Work Day
In Class • Work on Project 4
- April 9 Project 4 Evaluation / Web Design
Project 4 due
In Class • Discuss how to create attractive, effective web designs
• Project 5 assigned
- April 11 More Web Design
In Class • Learn Web page creation

- April 16 Informational Graphics
 In Class • Discuss what makes a good infographic
- April 18 In-Class Work Day
 In Class • Work on Project 5
- April 23 Project 5 Evaluation
 Project 5 due
 In Class • In-class evaluation of Project 5
 • Review of final exam
- April 25 Final Exam, 1:15 to 3:05 p.m.

Projects: Specific instructions about the individual projects will be given the days the projects are assigned. The projects are as follows: Project 1 - Ad Design; Project 2 - Newspaper Design; Project 3 - Magazine Design; Project 4 - Video Design; Project 5 - Web Design. You will be given some in-class time to work on these projects, but most of the projects will be done on your time. Projects should be done on a computer as demonstrated in class. Projects are due at the beginning of class. Deadline extensions will be given only under special circumstances. Unexcused late work will not be accepted or graded.