COMM 3350: Visual Communication

Prerequisites: 2.3 GPA and Sophomore standing
Credit Hours: 3 (50 minutes per credit hour for 15 weeks)

Course Description:
This course explores visual literacy, perception, cognition, aesthetics, visual principles, critical evaluation and technology as they relate to the use of visual communication. This course will further examine the impact of visual media in order to enhance the use of visuals for informative, interpretive, and persuasive communication.

Course Objectives:
Course materials and activities are designed to help you gain theoretical knowledge in visual communication and to provide you with opportunities to apply that knowledge in informative, interpretive, and persuasive contexts. To that end, you will:
• Learn principles and processes of visual communication
• Learn how visual messages affect your (and others') perceptions and cognitions.
• Increase your understanding of what means to be visually literate.
• Become familiar with and practice different means of evaluating visual messages.
• Become familiar with the role of technology in visual communication.
• Learn to think critically, creatively and independently.

Required Text:
• Additional Readings will also be assigned throughout the semester. These readings are available via Blackboard and you will receive an email when each reading is available.

Grades and Assignments:
Final Grades are based on material covered in your book, in readings, or from class discussions. Please keep in mind much of the content covered in this course will come from class lectures, not found in the book. You are responsible for taking notes and completing all reading assignments to receive the highest grade for this class.

• Final Exam: 30%
  Final Exam is scheduled on the date and time set by Auburn University
  The final exam is comprehensive. All material covered during the semester may appear on the final exam. You will be responsible for providing a Scantron for the final.

• Mid-Term Exam: 20%
  Reminder: You may withdraw (although with a W on your transcript) until mid-semester

• Analysis Project: 10%
  This project, given before mid-semester, will ask you to analyze the theories and concepts regarding visual communication by using works found throughout the Jule Collins Smith Museum of Fine Art in Auburn. Further details will be provided in the project outline, which will be given in class.

• Social Poster Project: 25%
  This project will be the final project for the semester. You will be asked to develop a poster series campaign bringing awareness to a social organization of your choice. Each student will develop the concept and visual presentation of the series using the fundamentals learned during the semester. An analysis paper explaining your decision making process will follow up the series. Further details will be provided in the project outline, which will be given in class.
• **Quiz:** 5% (2 quiz grades per semester)
  There will be no unannounced quizzes

• **Topic Assignments:** 10% (6 assignment grades per semester)
  The assignments will compliment the class lectures and textbook chapters to reinforce concepts and overall understanding of the material. All assignments are to be typed and due the next class meeting, unless otherwise instructed.

Grades will be based on the following scale:

- A (90% – 100%)
- B (80% – 89%)
- C (70% – 79%)
- D (60% – 69%)
- F (59% – below)

### Course Outline:

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<th>Week</th>
<th>Topic</th>
<th>Reading</th>
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<tbody>
<tr>
<td>Week One</td>
<td>Overview of Visual Communication</td>
<td>Preface</td>
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<td>Week Two</td>
<td>The Visual Process</td>
<td>Pages 3 -37</td>
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<td>Week Three</td>
<td>Principles of Light &amp; Color</td>
<td>Pages 3 -37</td>
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<td>Week Four</td>
<td>Visual Perception Theories</td>
<td>Pages 50 -53 + handout</td>
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<td>Week Five</td>
<td>Analysis Project</td>
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<td>Week Six</td>
<td>Visual Perspectives &amp; Why We See</td>
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<td>Week Seven</td>
<td>Visual Design Theories &amp; Principles</td>
<td>Pages 3 -37</td>
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<tr>
<td>Week Eight</td>
<td>Visual Design Theories &amp; Principles</td>
<td>Pages 53 – 56 + handout</td>
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<td>Week Nine</td>
<td>Semiotics, Symbols, &amp; Signs</td>
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<td>Week Ten</td>
<td>Ethics of Visual Persuasion</td>
<td>Pages 67 - 109</td>
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<td>Week Eleven</td>
<td>Images that Injure: Pictorial Stereotypes in the Media</td>
<td>Pages 3 -37</td>
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<td>Week Twelve</td>
<td>Typographic History &amp; Principles</td>
<td>Pages 121 - 150</td>
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<td>Week Thirteen</td>
<td>Visual Analysis: Graphic Design, Photography, Motion Pictures, &amp; TV</td>
<td>Pages 111 - 119</td>
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<td>Week Fourteen</td>
<td>Visual Analysis: Graphic Design, Photography, Motion Pictures, &amp; TV</td>
<td>Pages TBA</td>
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<td>Week Fifteen</td>
<td>Social Poster Project</td>
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### Deadlines and Assignment/Project Evaluations:

During the semester, you will be assigned written or investigative projects that reinforce material covered in your text, readings or in class. These assignments must be typed and turned in or presented in the method described to you on the official deadline posted for each assignment in order to receive full credit.

**Deadlines** will be announced in class. Deadlines will not be emailed to you unless changes have been made and we will not meet during class to go over the changes. Assignments and projects must be turned in at the beginning of class on the day they are due. I will not accept any assignments or projects that are late. If you miss class on the day the assignment or project is due you must bring approved documentation for your absence date to turn in assignments.

**Assignment Evaluation:** Questions and comments (other than point miscalculations) related to an assignment grade will not be discussed for a 24-hour period following the return.

### If you need to contact me or I need to contact you:

From time to time this semester I will contact you via your auburn.edu account. It is your responsibility to check this account. If you use a different account, then learn how to forward your auburn.edu account to the email address you do check.

Email is the official university communication medium; you may contact me at any time by email about any questions or matters related to the course. I will respond to your email as soon as possible. I cannot guarantee that I will reply before 9am or after 6pm on weekdays.

### Attendance:

Much of your learning in this class will come from in-class discussion and activities. While attendance is not mandatory, attendance is taken every class period. Attendance does not affect your final grade. Please Note: Attendance is taken by either a class attendance sheet that is passed around during class, through homework that is handed in and through participation projects. On the sign-up sheet, it is your responsibility to SIGN YOUR OWN NAME. Under no circumstances can you sign another person’s name. This action may misrepresent their class attendance.

A student wishing to observe a religious holy day must notify the instructor in writing at least 14 days prior to the classes scheduled on dates the student will be absent. For religious holy days that fall within the first two weeks of the semester, notice should be given on the second day of the semester.

Excused absences: Arrangements to make up missed class work due to excused absences shall be initiated by the student. All such requests shall be made in writing within 2 class days of your return to class.

Students needing accommodations should arrange a meeting with me during the first week of class, come during office my hours or email for an alternate time. Bring the Accommodation Memo and Instructor Verification Form to the meeting. Please be prepared to discuss items needed in this class. If you do not have an Accommodation Memo, but need special accommodations, make an appointment with The Program for Students with Disabilities, 1244 Haley Center, 844-2096 (V/TT) or email: haynemd@auburn.edu.

In rare cases a student will need to receive an incomplete for the course. Incompletes must be negotiated in advance of the last day of class and will only be granted for exceptional reasons. The Departmental incomplete policy will be strictly adhered to in this class. Once an incomplete has been negotiated the student then has until the end of business (4:45 local time) on the 7th day of classes in the next term (including summers) to turn in all work. If all work has not been turned in to me by that time, then at 8:00 am on the next day of class I will turn in the student’s final grade with a zero credit awarded for all missed work. You may withdraw from the class with a W on
your transcript up until mid-semester. If you have questions about withdrawing from the class, you may want to meet with your departmental and/or your college advisor.

Rescheduling the Final Exam: The University allows exams to be rescheduled only if the student obtains written permission from his or her DEAN.

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The Department of Communication and Journalism recognizes the importance of both reflecting and teaching diversity. Our policy is intended to be inclusive of all underrepresented and minority groups whatever their race, religion, national origin, gender, age, ability or sexual orientation.

The Department of Communication and Journalism takes academic integrity very seriously. This course follows the procedures outlined in the Tiger Cub. If you are unsure of what constitutes academic dishonesty, you should discuss the issue with me.