

Visual Communication

COMM 4332 / Summer 2017

Class: Online

Instructor: Dr. Young Joon Lim

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- *Phone:* 956-665-3777 (office)
- *Duration:* July 13 to Aug. 18, 2017
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Course Texts

1. *Essential Graphic Design Solutions, 5th Edition*
Robin Landa. Cengage Learning, 2013

Course Overview

COMM 4332 is to help you familiarize with the basic concepts, principles, practice and profession of visual communication. This course is designed to provide a focused study of visual communication basics. Covering print and screen media, this course examines conceiving, visualizing and composing solutions to visual communication problems with a comprehensive examination of typography; a broader investigation of creativity and concept generation; visualization and color; an updated timeline; an online chapter about building a portfolio and the job search; and more.

Course Objectives

At the end of this course, students should be able to:

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 icon
3. Produce high quality visual messages in subsequent classes and professional contexts

Ask the Instructor

Please post your questions, comments and your concerns on the “Q & A” section of Blackboard. If you have private questions or requests, you can contact Dr. Lim through young.lim@utrgv.edu. He will respond to yours questions and requests within 24 to 48 hours.

Keep communication professional by including “COMM 4332” in the subject line of any emails. You will be expected to use your UTRGV email account for all correspondence.

Course Expectations

1. Advice for Online Course Success

Students are expected to spend about 8 hours per week for this course. In order to enhance self-motivated study, your professor is going to post weekly lecture notes. One of the most efficient ways of studying this course is to scan the lecture notes first, then read the chapter of the textbook, and peruse the notes again. Students will eventually have a better understanding of the course materials.

2. Missed Tests / Project

By definition, missed tests create major time and scheduling conflicts and are unfair to those who are prepared. For this reason, students who fail to take a test will receive a score of zero unless they have a *legitimate* excuse.

1. First Test will be available from 6 am, July 17 until 11:59 pm, July 19. (You can't take the test after 11:59 pm, July 19)
2. Second Test will be available from 6 am, July 24 until 11:59 pm, July 26. (You can't take the test after 11:59 pm, July 26)
3. Third Test will be available from 6 am, July 31 until 11:59 pm, Aug. 2. (You can't take the test after 11:59 pm, Aug. 2)
4. Fourth Test will be available from 6 am, Aug. 7, until 11:59 pm, Aug. 9. (You can't take the test after 11:59 pm, Aug. 9)
5. The Final Project must be submitted by 11:59 pm, Aug. 16. (For more information, refer to Week 5 file on Blackboard)

3. Classroom Etiquette

Remember not to write anything you would not want to see publicly printed. Anything you post online is not absolutely private. Be sure to re-read messages before sending or posting as all communications will be written for this course.

4. Copyright

The lecture notes and all materials associated with this course are copyrighted in the name of Young Joon Lim on July 13, 2017. Students are NOT allowed to distribute any class materials.

Grading

1. The final grade will be based on:

• Four Tests 20 points each
(Based on *Essential Graphic Design Solutions*
+ Lecture Notes)

• Final Project 20 points

TOTAL 100 points

- Students must take each online test every week between 6:00 am, Monday and 11:59 pm, Wednesday.
- For the tests, students will have 50 minutes to take each test consisting of 17 multiple-choice questions (1 point each) and one essay question (3 points).

2. Final letter grade:

A = 90 to 100	B = 80 to 89
C = 70 to 79	D = 60 to 69
F = Below 60	

UTRGV Policy Statements

STUDENTS WITH DISABILITIES:

If you have a documented disability (physical, psychological, learning, or other disability which affects your academic performance) and would like to receive academic accommodations, please inform your instructor and contact Student Accessibility Services to schedule an appointment to initiate services. It is recommended that you schedule an appointment with Student Accessibility Services before classes start. However, accommodations can be provided at any time. **Brownsville Campus:** Student Accessibility Services is located in Cortez Hall Room 129 and can be contacted by phone at (956) 882-7374 (Voice) or via email at accessibility@utrgv.edu. **Edinburg Campus:** Student Accessibility Services is located in 108 University Center and can be contacted by phone at (956) 665-7005 (Voice), (956) 665-3840 (Fax), or via email at accessibility@utrgv.edu.

MANDATORY COURSE EVALUATION PERIOD:

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available: Aug. 13 – Aug. 17, 2017 for the summer II term

SCHOLASTIC INTEGRITY:

As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating, plagiarism, and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students.

SEXUAL HARASSMENT, DISCRIMINATION, and VIOLENCE:

In accordance with UT System regulations, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect in an environment free from sexual misconduct and discrimination

COURSE DROPS:

According to UTRGV policy, students may drop any class without penalty earning a grade of DR until the official drop date.

COMM 4332 Schedule for Summer 2017

Here is the schedule for our online class.

Week	Date	Class Topic	Notice
Week 1	JULY 13 – JULY 19	Ch. 1 & 2	First test available from 6:00 am, July 17 until 11:59 pm, July 19
Week 2	JULY 20 – JULY 26	Ch. 3 & 4	Second test available from 6:00 am, July 24 until 11:59 pm, July 26
Week 3	JULY 27 – AUG. 2	Ch. 5 & 6	Third test available from 6:00 am, July 31 until 11:59 pm, Aug. 2
Week 4	AUG. 3 – AUG. 9	Ch. 7 & 8	Fourth test available from 6:00 am, Aug. 7 until 11:59 pm, Aug. 9
Week 5	AUG. 10 – AUG. 16	Final Project	The final project must be submitted by 11:59 pm, Aug. 16 through the course Blackboard
Week 6	AUG. 19		Final Grades will be posted

