

Visual Communication
COMM 2344.D10
Online Instructional Method
<https://blackboard.angelo.edu/>

Instructor: Professor Mangrum
Office: Library Building, Room B310
Virtual Office Hours: By Appointment M/W 11:30-1:00pm, T/TH 1:30–3:00pm (Blackboard Collaborate)
Phone: 325-486-6084 Email: leah.mangrum@angelo.edu
(allow **24-48 hours** for thorough responses to your questions)

There will be up to **2 Q&A online synchronous meetings**, scheduled based on need, for this course at 6:00pm CST on the following days:

(10/7/2021, 11/18/2021)

via Blackboard Collaborate, accessed in the Virtual Meeting section under Course Resources on the gray left-hand panel in the COMM 2344 Blackboard course.

Required Textbooks:

The Essential Guide to Visual Communication
Author: Ryan McGeough
Print: ISBN: 9781319094171
Digital ISBN: 9781319258672
Publisher: Bedford/St. Martin's

Killer Visual Strategies
Author: Amy Balliett
Print ISBN: 9781119680222
Digital ISBN: 9781119680260
Publisher: Wiley

Available for purchase and for rent at the ASU Bookstore.

Course Description:

This course involves writing and developing visual communication design messages through photography, audio, video, data, social media and text. Emphasis is placed on concepts, principles, organization and technical processes involved in message design, as well as how these methods are used to effectively engage viewers and communicate meaning. Undergraduate, 3.0 Credit Hours.

Blackboard Course Navigation:

The Blackboard learning management system is used to conduct the course, and it is the students' responsibility to ensure they can access and navigate the site. Visit <https://help.blackboard.com/> for tutorials.

The Course Schedule in the Course Resources section on the left-hand gray blue panel in Blackboard, provides an illustration of all due dates in the course. All course activities are due during scheduled online meetings or by 11:59pm CST on date specified - No Exceptions

All written assignments will be saved as .pdf. Failure to do so will result in a reduction in grade. Instructions to save webpage as.pdf, to save a word document as .pdf and to use print screen on a personal computer, will be located in the Course Resources section of Blackboard.

The Lessons section in Blackboard lists weekly module pages that identify each task to be completed for that week. The weekly folders become available each Monday at 8:00am (excluding holiday) and include links to readings, assignments, discussions and related media.

IDEA Course Evaluation areas include:	Student Learning Outcome Upon completion of this course, students should be able to:	Assessment Methods for assessing learning outcomes	Activities validating outcome achievement
Important: Learning to apply course material (to improve thinking, problem solving & decisions)	Identify effective message design across various delivery platforms.	Students critique 3 websites devoted to instruction. Students provide screen capture(s) and a written description for how the website obeys/doesn't obey design principles. The critique should reference relevant readings and discussion.	Technology Critique: (10% of Final Grade)
	Explore principles of message design as related to the shifting formats of media.	Students identify 2 magazine/newspaper messages where media add value to messages. Students describe how media contributes value to a message.	Media Matters Assignment: (10% of Final Grade)
Important: Gaining a basic understanding of the subject (e.g. factual knowledge, methods, principles, generalizations, theories)	Summarize history and current trends in the development and use of visual communication.	Students write a document that addresses the topic, audience, purpose and format for your message design, that is expected to best meet the needs of your selected online community. Includes an explanation as to how the message will be developed (including any technologies and expected time for development), expectations for understanding the message, goals and objectives of the message and design components.	Message Design Document (10% of Final Grade)
		Students research and develop a plan for a video message that brings awareness to a specific topic, that includes a promotion and delivery digital media content strategy and avenues to learn about the topic, utilizing websites, social media, and/or mobile applications. Students will describe approaches to format, structure, content and theme; indicate target audience, distribution, and potential shot list. The report details the concept, visual story, form and approaches to the content, provides information about a topic; highlights the purpose and references support.	Research Report: (10% of Final Grade)
Essential: Developing creative capacities (designing, writing).	Develop and produce effective message design using various formats and delivery options.	Memes provide a way to create, share, contribute, collaborate, distribute, and participate in content creation and sharing. Students search the origin of memes and then create their own.	Meme Message Design: (20% of Final Grade)
		Students demonstrate how sound can impact audiences experience and storytelling, by incorporating sound(s) into a podcast with explanation of how the sound(s) might contribute to a message	Podcast Message Design: (20% of Final Grade)
		Students create a 15-30 second, video-based instructional message addressing a topic to bring public awareness.	Video Message Design: (20% of Final Grade)

To be successful in this course, check **Announcements & Lessons** frequently.

Tentative Course Outline	
Week 1	History of Visual Communication
Week 2	Design Principles
Week 3	Message Design
Week 4	Story Structure
Week 5	Typography
Week 6	Meme Message Design
Week 7	Multimedia Storytelling Approaches
Week 8	Design Process
Week 9	Podcast Message Design
Week 10	Design Strategy
Week 11	Visual Communication Pre-Production
Week 12	Video Message Design
Week 13	Visual Communication Production
Week 14	Visual Communication Production
Week 15	Prototype & Presentation
Week 16	Finals Week

Grading Criteria:

Students will be evaluated on the following:

- 1) the level of engagement with the course materials (as evidenced in written work and discussion)
- 2) the capacity to explain ideas and analysis in articulate and well-written forms
- 3) the ability to creatively explore theories and methodologies

How final grades will be calculated:

90-100%	A
80-89%	B
70-70%	C
60-69%	D
under 60%	F

Course Communication:

The professor is available to answer questions synchronously if needed. To schedule virtual office hours, students will email lmangrum@angelo.edu 24 hours in advance and prepare to use Blackboard Collaborate.

Code of Student Conduct:

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Plagiarism will result in a zero for the assignment, and the instructor may pursue additional measures. Written assignments are to be the original composition of each student, sources are required with proper citing in a bibliography as required. Students are responsible for understanding Academic Misconduct, which is contained in both the print and web versions of the Student Handbook. URL:

http://www.angelo.edu/forms/pdf/Honor_Code.pdf

Disability Services Policy Statement:

Request for accommodations may be reviewed on a case-by-case basis, considering the essential elements of the academic course and/or the degree being sought. To the extent practical, the faculty and administration will make reasonable accommodations to assist qualified individuals with disabilities meet their degree requirements, consistent with the applicable provisions of Texas statues and the Regents' RULES AND REGULATIONS. If you wish to have special accommodations made for your studies, please contact the Office of Student Affairs, Room 112, Houston Harte University Center, (325) 942-2047.

URL: <http://www.angelo.edu/services/disability-services/disability-services-policy-statement.php>

Office of Title IX Compliance Statement:

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind (including pregnancy, orientation, gender identity, gender-based harassment, sexual assault/exploitation, indecency, interpersonal violence, and stalking). Faculty members are responsible to report allegations to the Office of Title IX Compliance in order to connect students with resources and options in addressing allegations reported. You are encouraged to report incidents to the *Director of Title IX Compliance/Title IX Coordinator*, Mayer Administration Building, Room 210, 325-942-2022, michelle.boone@angelo.edu or file a report online at www.angelo.edu/incident-form. If you are wishing to speak to someone about an incident in confidence, you may contact *the University Health Clinic and Counseling Center at 325-942-2173 or the ASU Crisis Helpline at 325-486-6345*. The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). For more information about Title IX visit www.angelo.edu/title-ix.

Grade Appeal Process:

As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at <http://www.angelo.edu/content/files/14196-op-1003-grade-grievance>.

Student Handbook:

The current student handbook is found at <http://www.angelo.edu/student-handbook/>

Technology Requirements

In addition to Blackboard students will access Internet web sites, use Kaltura Capture, YouTube, VoiceThread, Word or Google Docs and Acrobat in Visual Communication. Details about browser support are provided by [ASU e-Learning](#) and [Mobile Services](#) are available through ASU Information Technology. An introduction to Blackboard is available in the COMM 2344.D10 [Blackboard](#) course on the left-hand gray panel. Guides are available in the Course Resources section of the course and through the [ASU Technology Knowledge Portal](#).

If you have trouble accessing the technology, please contact the IT Help Desk at 325-942-2911.

Use of Masks/Facial Coverings by Students in Class At Angelo State University:

Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are encouraged to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. The student will be responsible to make up any missed class content or work. You are also asked to maintain safe distancing practices to the best of your ability. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

ASU Wellness Screening Tool: daily COVID-19 wellness reporting:

Access through Ramport or through the ASU Mobile app

Coronavirus updates regarding Angelo State University: www.angelo.edu/coronavirus

Shannon Medical “Telemedicine App” free to students: <https://www.shannonhealth.com/ondemand/>

Access on computer or through an app available for both iPhone and Android. Through this service, a licensed physician will view the patient from a computer or phone camera and after assessing the answers to several questions, decide if the patient needs further testing.

Online Learning Resources:

[Apps@ASU](#)

[Office 365](#)

[Student Guide to Learning Online](#)

[Guide to Library Services for Undergraduate Distance Learning Students](#)

[Online Learner Self-Assessment Survey](#)

Using the ASU Library <https://angelo.libguides.com/Library>

Basic Library Research & Writing <https://angelo.libguides.com/basicresearch>

Research Guides <https://angelo.libguides.com/?b=s>

Online Etiquette Expectations:

- What you write is public, be mindful of proper tone, mechanics and respect for others' opinions.
- Use humor, joking, or sarcasm with caution.

Review your emails, papers and other documents carefully for grammar and punctuation as you write. Work toward well-formulated written submissions.

Instructor reserves the right to modify the Course Syllabus throughout the semester.