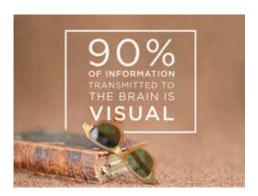# comm 125
VISUAL
fundamentals

Overview

Marketers who embrace visual content see faster returns and impressive revenue. Most companies have discovered the power of visual content to capture, engage and persuade an audience. This rapid shift translates into more careers for visual practitioners. Students in the Comm 125 Visual Fundamentals course will gain the skills to meet this need.

Learners will explore the design process and visual skills used in graphic design, web design, digital imaging, and social media marketing. Students will use good writing skills along with a variety of design software tools, including trial versions of the Adobe Creative Cloud, to create a web portfolio of design projects and establish a social media presence that includes regular writing and designing posts. These skills greatly enhance all types of business, education, church, community, and personal pursuits. Students who diligently practice the design process, writing/software skills and critique process will refine their projects to become visual media practitioners, regardless of previous computer expertise or artistic talent.

90%
OF INFORMATION
TRANSMITTED TO
THE BRAIN IS
VISUAL

THE HUMAN BRAIN
PROCESSES VISUAL
INFORMATION
60,000X
FASTER THAN TEXT

Learning Outcomes

Visual Fundamental learners will achieve the following outcomes:

1. **Learn design and typographic principles to** produce effective visual media for targeted audiences and work with designers and agencies in career settings.

2. **Understand and apply the design process.**

3. **Demonstrate fundamental visual media, writing and social media skills for blogs,** websites, print productions, file management, layout, image capture, editing and optimization using industry-standard software.

4. **Produce visual media projects.**

5. **Become an effective visual communicator to enhance service as disciple leaders for** the Savior Jesus Christ in home, business, church, and community settings.

Materials

1. Computer with a web cam and specs to run the Adobe Creative Cloud . (See www. adobe.com - and search for system requirement .)

2. Adobe CS 5, 6, CC or   FREE 30-day trials   of Adobe InDesign CC, Lightroom 5 and Photoshop CC. Be sure not to download each software program until it is needed, or the free trial will expire before project completion. Note: It is perfectly legal to use the FREE 30-day trials of these programs for 30 days or less. Afterward   you may choose to subscribe to the Adobe Creative Cloud. You may also purchase the Adobe CC here now at student pricing.

3. Microsoft Word and Powerpoint- Free Microsoft Office download for BYU-I students

4. The Non-Designer's Design book (There is a physical and ebook version)

5. Access to a camera and color printer or print store such as Alphagraphics. Project printing costs ($10 - $15)   You may also need a flash drive to transfer files for printing.

Coursework

Students will use custom Comm 125 video tutorials and resources, including tutors. Students will critique each other's work and showcase projects in a Wordpress blog. Students will print a few projects and show them in a video in their blog posts.

Grading

A = 94 - 100 A-= 90 - 93.9	C = 74 - 76.9 C-= 70 - 73.9
B+= 87 - 89.9 B = 84 - 86.9	D+= 67 - 69.9 D = 64 - 66.9
B-= 80 - 83.9 C+= 77 - 79.9	D-= 60 - 63.9 F = 59.9 or less

Deadlines

During the first three weeks, students set up their blog, practice the design process and rules of typography. Starting with Week 4, students submit their main project mid-week (Wed 11:59pm MDST). So on Fridays, students submit their prep activity for the following week. EXAMPLE: 8C Photography Activity, (due Friday 11:59 MDST) prepares students for the main project, due the following Wednesday: 9A Photographic Study Project.

Students watch two instructor videos each week, which is equivalent to attending class.
1. Intro / Demo Video - posted early on Thursday - may be watched asynchronously
2. Critique Video - posted later on Tuesday - may be watched asynchronously.

Students will share their project draft for critique in the class Facebook group. They will report on the video and critique requirements when they post their final projects in I-Learn.

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Client Simulation

To prepare students for real-world experiences, their projects will be graded   from a specific rubric on a specific time schedule. Students will follow the details of the assignment just as they would to a client request. Effective graphic designers notice the details, but learn to make decisions quickly. In this course, the client is the instructor. Submitting work before the deadlines without excuses will help prepare students for future client experiences.

Department Policy

In accordance with Comm. Dept. policy, late work will not be accepted. This policy prepares students to meet important deadlines in careers. Projects are not complete until they are delivered before deadline. Students need to submit their blog link, etc. before the deadline and then may not change it until after it has been graded.

Mulligan

To help compensate for computer/ personal emergencies, students are allowed one "mulligan," which allows two extra days without losing points. This mulligan may not be used after Week 12. Please submit the mulligan in I-Learn before the deadline.

Courtesy Policy

Students are expected to follow the Courtesy Policy, used in all Visual Comm courses. Courteous and professional interaction about coursework and grades is expected and rewarded. Instructors may award students up to 5 bonus points for the following:

1. Professional, prompt and positive communication
2. Courteous participation and helpful interactions
3. Prompt, consistent participation: weekly videos; submissions
4. Respect for grading procedures

Study the University Grading System , Concerns about grades are presented during office hours with the intent to improve on future assignments . Visual Comm instructors work together in a teaching group, so grading is consistent across all sections.   See I-Learn for more.

Ethics

Students are expected to observe the BYU-Idaho Honor Code. All work must be original. Copyright laws will be strictly observed, and violations may result in project or course failure, depending on the seriousness of the violation. For some projects students may use images they find online, according to Fair Use laws.

Disabilities

In compliance with applicable disability law, qualified students with a disability may be entitled to "reasonable accommodation." Students must disclose to the teacher any special need they may have before the end of the first week of class.

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WK	UNIT	DATE	DEADLINES	PTS
1	Introduction	DueDate 1* DueDate 2*	1A. Blog Setup & Intro Video 1B. Quiz: Syllabus • 1C Quiz: Chapters 1-4	5 5/5
2	Design & Color	DueDate 1* DueDate 2*	2A. Quiz: Chapters 5-7 2B. Design Principle Activity	10 5
3	Integration	DueDate 1* DueDate 2*	3A. Quiz: Chapters 9-12 3B. Typography Activity	10 7
4	Message	DueDate 1* DueDate 2*	4A. Tasteful Typography Project　　(Word) 4C. Sketches Activity	30 7
5	Promotion	DueDate 1* DueDate 2*	5A. Event Flier Project　　(Word) 5C. Slide Redesign Activity	30 7
6	Visualization	DueDate 1* DueDate 2*	6A. Slide Design Project　　(PowerPoint)	30
7	Storytelling	DueDate 1* DueDate 2*	7A. Magazine Content & Sketches　　(Word) 7C. Social Media Case Study	30 7
8	Strategy	DueDate 1* DueDate 2*	8A. Social Media Marketing Project 8C. LFC Photography Activity	30 7
9	Perspective	DueDate 1* DueDate 2*	9A. Photographic Study Project　　(Photoshop) 9C. Photoshop Activity	30 7
10	Representation	DueDate 1* DueDate 2*	10A. Movie Poster Project　- Print & Video　(Photoshop) 10C. Basic Coding Activity	30 7
11	Structure	DueDate 1* DueDate 2*	11A. Web Page Layout Project　　(Photoshop) 11C. InDesign Activity 11D. Quiz	30 7/5
12	Production	DueDate 1* DueDate 2*	12A. Magazine Spread Draft Critique　　(InDesign) 12B. Magazine Spread Project　- Print & Video　(InDesign)	10 30
13	Presentation	DueDate 1* DueDate 2*	13A. Final Portfolio　　(PowerPoint & Slideshare)	30
14	Mastery	DueDate 1*	14A. Mastery Skills Final Exam	18

* KEY: DueDate 1 = Wednesday 11:59pm MDST / DueDate 2 = Friday 11:59 MDST
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