**About the Textbook**

*Visual Communication: Images with Messages* attempts to explore several questions. Since the widespread use of Gutenberg's printing press, there has always been the cultural assumption that information is best communicated through written formats. But since the invention of the computer and desktop publishing, the role of visual messages in the communication process is expanding.

Much of the information in the book will be new to you. Such a predicament is not your fault because you have been raised to consider words mainly as the most important form of human communication. This book is an attempt, as many others have tried, to even up the score between words and images. It is important to understand, however, that an emphasis on visual messages for this course does NOT mean that words are considered less important than images.

**The most powerful, meaningful and culturally important messages are those that combine words and pictures in equally respectful ways.**

*Visual Communication* is an exploration into the idea that memorable visual messages with text have the greatest power to inform, educate and persuade an individual. This book is an attempt to discover why some images are remembered while most are not.

**Visual Communications: A 10-Week Syllabus
(11 Class Meetings)**

**Visual Communications: Image is Everything?**

Visual Communications is an exploration into the idea that memorable visual messages with text have the greatest power to inform, educate, and persuade an individual. This course is an attempt to discover why some images are remembered while most are not. At the conclusion of this course, students will be expected 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 international icon,
3. produce high quality visual messages in subsequent classes and professional contexts, and
4. be more experienced in the use of the computer to successfully complete and online course.

**Textbook**:

*Visual Communication Images with Messages, Sixth Edition*

**A Note on Behavior:**

Cheating, plagiarism, and/or inappropriate online behavior will not be tolerated and may be subject to disciplinary action. For more information on these issues see www.indiana.edu/~wts/pamphlets/plagiarism.shtml

**Grading:**

Attendance 5 Percent

Test 1 10 Percent

Test 2 20 Percent

Final Exam 25 Percent

Chapter Paper 15 Percent

Term Paper 25 percent

**Chapter Paper:**

Depending on which group you have been randomly assigned, you will write **YOUR OWN** 2.5-page paper on any topic you wish that relates to your chapter’s subject. Use three sources other than the textbook and avoid your personal opinion. You may send me the paper via an E-mail attachment once for my feedback.

**The two papers for this class must be in 12pt type, double-spaced, and one-inch margins and turned in at the start of class when due.**

**Term Paper:**

You will write a seven-page paper that analyzes any visual message within any media. Analyze the picture using the procedure discussed in Chapter 6. **Divide your paper into nine sections with clear headings:** an introduction, the six perspectives, a conclusion, and a bibliography with at least three sources. You may send me the paper via an E-mail attachment once for my feedback. The paper is due the last class.

**Test Taking:**

You will complete three exams consisting of multiple choice questions based on the chapters from the textbook. The first two exams will be given online with the final exam in class.

**Attendance and Extra Credit**:

Attendance will be taken twice each day. Each absence will count five points off your attendance grade. You can turn in as many as 10 extra credit papers. These two-page papers are an analysis of any visual message, a recommended motion picture, or an exercise at the end of a chapter. The papers are worth five points each and will be added to your attendance grade. **Extra credit papers are due the last class.**

**Class Schedule:**

Class 1: Introduction to the Course/Visual Communication

* Readings: Preface & Chapter 1

Class 2: Visual Cues/Visual Theories

* Readings: Chapters 2 & 3

Class 3: Visual Persuasion/Visual Stereotypes

* Readings: Chapters 4 & 5

**TEST ONE (Preface to Chapter 5) Online**

Class 4: Visual Analysis/Typography

* Readings: Chapters 6 & 7

Class 5: Graphic Design/Informational Graphics

* Readings: Chapter 8 & 9

Class 6: Cartoons

* Reading: Chapter 10

**TEST TWO (Visual Analysis to Cartoons) Online**

Class 7: Photography

* Reading: Chapter 11

Class 8: Motion Pictures

* Reading: Chapter 12

Class 9: Television/Computers

* Readings: Chapters 13 & 14

Class 10: Web/Conclusion: **Extra Credit and Term Papers Are Due**

* Readings: Chapters 15 & 16

Class 11: **FINAL EXAM**

**Visual Communications: A 16-Week Syllabus
(14 Class Meetings plus a Final Exam)**

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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 international icon,
3. produce high quality visual messages in subsequent classes and professional contexts, and
4. be more experienced in the use of the computer to successfully complete and online course.

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