

Mass Communication
MC2015 Visual Communication
Summer 2014, Session B
M-F 9:00-10:50
Journalism #107

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Required Materials

- Williams, R. (2008). The Non-Designer's Design Book (3rd ed.). 2nd ed. Available free online @ LSU: <http://proquestcombo.safaribooksonline.com/0321193857>
- Adobe InDesign (CS5 or CS6)
- Adobe Photoshop (CS5 or CS6)
- Windows Movie Maker
- Weebly account (free online)
- Dropbox account (free online)
- Digital camera or camera phone

MC2015 Overview & Objectives

This course is an introductory course in learning strategies for the design, development and production of media programs using advanced computer and video systems. This course is designed to improve students' comfort level with multimedia and train them to effectively and persuasively communicate through visual components. This is not a graphic design course; however, this course introduces students to various software and online applications used by journalists, marketers, public relations professionals, and political communicators. The goal of this course is to provide students with the introductory skills to be successful communication practitioners. Moreover, this course encourages students to think critically about the aesthetics and ethics of visual communication.

Upon completion of this course, students should be able to:

- ✓ Understand the role of visual communication in mass communication, various media industries, and the societal impact of imagery and visuals.
- ✓ Demonstrate proficiency in basic design principles: proximity, proportion, alignment, repetition, and contrast.
- ✓ Navigate software with confidence and execute basic applications of visual communication technology.
- ✓ Critically think about aesthetics and ethics in a media culture that's becoming increasingly visual, particularly in the context of online and social media.
- ✓ Create unique and compelling content for multimedia and print.
- ✓ Demonstrate sensitivity to the portrayal of underrepresented/minority groups and understand the impact of diversity in visual communication.

Classroom expectations

You are expected to come to class on time, well-read and prepared to make contributions. You are expected to hand in all assignments on time. You must come to each class with your laptop, necessary software, text book and materials for note taking. A significant portion of your grade is contingent on participation, which includes engagement in class discussion and execution of all in-class activities. In times where peer assessment is required, you must be collegial, constructive and respectful to your classmates. You are expected to check your LSU email account daily for assignment changes and other important class announcements. To gain mastery of new software, you must engage with InDesign, Photoshop (and any other tools introduced) outside of class time. I am available during office hours and by appointment to assist but you must also take the initiative to learn these tools outside of class labs. Class lectures cannot be recorded or filmed without explicit consent from the instructor.

Academic integrity

Academic integrity is held to the strictest of standards. The work you turn in is yours – and no one else's. **Class projects are not collaborative**; you may seek assistance or feedback from peers but you must work independently on all assignments. Plagiarism applies to visual communication just as strongly as other modes of communication. LSU's policy on plagiarism states: "Plagiarism is defined to include any use of another's work and submitting that work as one's own. This means not only copying passages of writing or direct quotations but also paraphrasing or using structure or ideas without citation." Moreover, all work you turn in must be unique to this class. Turning in work used in other courses without explicit consent from the instructor is strictly prohibited. If you are unsure of what constitutes plagiarism please see the instructor or visit <http://saa.lsu.edu/Plagiarism.html>

Late work policy

The summer session is simply too short to accept habitual late work. I will accept late work resulting from illness, professional conference or other circumstances I deem acceptable if you notify me **prior** to the due date; however, I reserve the right to require documentation. No-shows do not have the luxury of make-up work, except in the most extreme of circumstances (such as severe medical or family emergency). *All unapproved late work will receive a zero.*

Design resources

You may access free online tutorials of InDesign and Photoshop through Lynda's "Essential Training" via MyLSU: <https://www.lynda.com/portal/welcome>. For troubleshooting, Google various forums: https://forums.adobe.com/community/photoshop/photoshop_for_beginners or <https://forums.adobe.com/community/indesign>. For free YouTube to video converting software, see: http://download.cnet.com/Free-Youtube-To-Video-Converter/3000-2194_4-76037272.html. Below are websites where you can access royalty free or cheap images and music:

www.sxc.hu
<http://www.stockvault.net/>
www.morguefile.com
<http://www.kozzi.com/>
<http://search.creativecommons.org>
<http://www.istockphoto.com/>
<http://freemusicarchive.org/>
www.mobygratis.com

Open Lab & Printing

The Manship School offers an open lab room throughout the summer session. It is located in the Journalism Building, Room #122. Summer hours are from 7:30 a.m. to 4 p.m. Monday-Friday. It is advised that you keep \$10 on your Tiger Card for instances in which you may need to print projects and other in-class assignments.

Participation

Effort is highly valued in this course; as such, class participation is a key component of your grade. Participation grades include attendance, completion of in-class exercises and contributions to class discussions. There will be in-class assignments not appearing on this syllabus that you are responsible for completing. Thus, attendance is vital in ensuring an “A” participation grade.

Assignments & Grading

Website:.....	15%	(150 pts)
News layout:.....	15%	(150 pts)
Magazine ad:.....	20%	(200 pts)
Internet meme:.....	10%	(100 pts)
Participation:.....	20%	(200 pts)
Quizzes.....	20%	(200 pts)

A = 900-1,000 points; B = 800-899 points; C = 700-799 points;
D = 600-699 points; F = 599 points or less

Tentative Schedule

Week 1 Intro to Design Principles and News Layout

- Monday, June 9: Introductions, syllabus overview, and course expectations. Discussion on visual communication applications. Read Popova, “Aesthetic consumerism and the violence of photography: What Susan Sontag teaches us about visual culture and the social web.”
- Tuesday, June 10: Intro to design principles: Proximity. Read Chap. 2 in Williams (pp. 15-32). Newseum and news layout overviews. Lab: Navigating InDesign.
- Wednesday, June 11: Intro to design principles: Alignment. Read Chap. 3 in Williams (pp. 33-50). Lab: Laying out text and images on InDesign.
- Thursday, June 12: Intro to design principles: Repetition. Read Chap4 in Williams (pp. 51-64). Lab: News layout project.
- Friday, June 13: Intro to design principles: Contrast. Read Chap. 5 in Williams (pp.65-80). Lab: News layout project. **Quiz 1.**

Week 2 Intro to Photoshop: Typography & Color

- Monday, June 16: Foundations of typography. Read Chap. 9 (pp. 145-152) and Chap. 10 (pp. 153-164) in Williams. Lab: News layout project.
- Tuesday, June 17: Typography continued. Read Chap. 11 (pp. 165-195) in Williams. Lab: Typeface exercise.

- Wednesday, June 18: Principles of color. Read Chap. 7 (pp. 91-106) in Williams. Lab: Navigating Photoshop. **News layout due.**
- Thursday, June 19: Intro to magazine layouts. Photoshop Lab: Manipulating Images.
- Friday, June 20: Photoshop Lab: Utilizing shape & color. **Quiz 2.**

Week 3 Visual Persuasion: Photography, & Advertising

- Monday, June 23: Intro to photography; the role of images in historical narrative. Photoshop Lab: Revisiting key tools and merging images; ad project assignments.
- Tuesday, June 24: Intro to advertising; tapping emotion, symbolism and iconicity. In-class viewing: “The Merchants of Cool.”
- Wednesday, June 25: Lab: Ad project.
- Thursday, June 26: Lab: Ad project.
- Friday, June 27: Lab: Ad project **Quiz 3.**

Week 4 Intro to Filmography and Video Editing

- Monday, June 30: **Ad project due:** In-class presentations and client critiques.
- Tuesday, July 1: Intro to filmography. Lab: Navigating Windows Movie Maker.
- Wednesday, July 2: Discussion on internet memes and going viral. Movie Maker Lab: Basic video editing.
- Thursday, July 3: Lab: Meme project.
- Friday, July 4: **No class.**

Week 5 Blogs, Website Building, & Social Media

- Monday, July 7: Discussion on website usability and design. **Meme due** (share with the class). Lab: Navigating Weebly.
- Tuesday, July 8: Discussion on promotional communication. Weebly Lab: Page creation, file uploads, & content linking.
- Wednesday, July 9: Lab: Website project. **Quiz 4.**
- Thursday, July 10: Lab: Website project.
- Friday, July 11: Lab: Website project.
- Saturday, July 12: **Website project due.**

NOTE: This is an incomplete schedule, meaning syllabus is subject to change; expect additional course readings to be posted to Moodle and additional in-class exercises.