

# **CMS 2015 (90): Visual Communication**

**Instructor Information:** Dr. Jason Lee Guthrie | [JasonGuthrie@Clayton.edu](mailto:JasonGuthrie@Clayton.edu) | p: (678) 466-4746 | f: (678) 466-4746  
Office: Carnes Hall for Music (CHM), Room 208 | Office Hours: **W/Th 2:30pm – 5:30pm via Microsoft Teams**

**Course Information:** Spring 2023 [CRN: 26524] | 3 Credit Hours (3-0-3) | **Online Asynchronous**

**Course Description:** This course covers the principles of visual literacy and basic techniques in the production of media content, with focus on visual awareness, composition, aesthetics, and processing as key elements in effective communication.

**Prerequisites and Co-requisites:** ENGL 1101: English Composition I with a minimum grade of C

**Important Course Dates:** Last day of Drop/Add is **January 12, 2023** | No Show withdrawal date is **January 19, 2023**  
Last day to withdraw without academic accountability is **March 3, 2023**

**Textbook Information:** Lectures and Readings will be assigned through Desire2Learn.

**Required Materials:** This course will utilize Adobe Creative Cloud Express. Students will be required to create a free account to complete assignments in this course.

**Program Learning Outcomes:**

- This course provides support for the first CMS learning outcome: Students will learn to communicate effectively using multiple channels of communication.

**Course Learning Outcomes:**

- Course Outcome 1: Students will learn fundamental principles of visual communication, including visual literacy, rhetoric, and aesthetics.
- Course Outcome 2: Students will learn how to critically analyze visual media texts.
- Course Outcome 3: Students will apply principles of visual literacy to the production of media texts.
- Course Outcome 4: Students will understand the evolution of visual communication over the course of history, with emphasis on the impact of modern technology on the creation of visual media.

**Mid-term Progress Report:** The mid-term grade in this course, which will be issued by **February 27, 2023**, reflects approximately **44%** of the entire course grade. Based on this grade, students may choose to withdraw from the course and receive a grade of "W." Students pursuing this option must fill out an official withdrawal form, available in the Office of the Registrar, by mid-term, which occurs on **March 3, 2023**. Instructions for withdrawing are provided at this [link](#). **The last day to withdraw without academic accountability is March 3, 2023.**

**Grading Scale:**

A: 100-90	B: 89-80	C: 79-70	D: 69-60	F: 59-0
-----------	----------	----------	----------	---------

**Evaluation:**

Syllabus Quiz (1 quiz @ 1 point each)	1
Discussion Forums (15 forums @ 2 points each)	30
Selfie Assignment (1 assignment @ 4 points each)	4
Project Assignments (13 assignments @ 5 points each)	65
<b>TOTAL</b>	<b>100</b>

**Course Schedule:**

Module	Topic	Assignment Due (Point Value)	Due Date
1	Introduction	Forum 1 (2)	Jan. 12
		Syllabus Quiz (1)	
2	Visual History	Forum 2 (2)	Jan. 19
		Selfie Assignment (4)	
3	Visuals in Print	Forum 3 (2)	Jan. 26
		Quote Assignment (5)	
4	Typography	Forum 4 (2)	Feb. 2
		Meme Assignment (5)	
5	Color Theory	Forum 5 (2)	Feb. 9
		Card Assignment (5)	
6	Visual Design	Forum 6 (2)	Feb. 16
		Flyer Assignment (5)	
7	Logo Design	Forum 7 (2)	Feb. 23
		Logo Assignment (5)	
8	Infographics	Forum 8 (2)	Mar. 2
		Infographic Pitch Assignment (5)	
Last day to withdraw without academic accountability			Mar. 3
SPRING BREAK			Mar. 4 - 10
9	Graphic Design	Forum 9 (2)	Mar. 16
		Infographic Assignment (5)	
10	Photography	Forum 10 (2)	Mar. 23
		Photo Pitch Assignment (5)	
11	The Avantgarde	Forum 11 (2)	Mar. 30
		Photo Set Assignment (5)	
12	Modernism	Forum 12 (2)	Apr. 6
		Photo Essay Assignment (5)	
13	Visual Storytelling	Forum 13 (2)	Apr. 13
		Video Script Assignment (5)	
14	Digital Design	Forum 14 (2)	Apr. 20
		Explainer Video Assignment (5)	
15	User Centered Design	Forum 15 (2)	Apr. 27
		Web Page Assignment (5)	

**Course Policies:**

Individuals with disabilities who need to request accommodations should contact the Disability Services Center: Edgewater Hall 255, (678) 466-5445, [disabilityresourcecenter@clayton.edu](mailto:disabilityresourcecenter@clayton.edu).

**General Policy:** Students must abide by policies in the Clayton State University [Student Handbook](#), and the [Basic Student Responsibilities](#), including the [Code of Conduct](#).

**University Attendance Policy:** Students are expected to attend and participate in every class meeting. Instructors establish specific policies relating to absences in their courses and communicate these policies to the students through the course syllabi. Individual instructors, based upon the nature of the course, determine what effect excused and unexcused absences have in determining grades and upon students' ability to remain enrolled in their courses. The university reserves the right to determine that excessive absences, whether justified or not, are sufficient cause for institutional withdrawals or failing grades.

**No Show Policy:** It is imperative that students have a successful start of each semester by attending class during the first week and no later than the second week of the semester. A registered student who does not attend at