

## VISUAL COMMUNICATION DESIGN (JOUR 103 DA)

Spring 2011

Instructor: Tatyana Dumova, Ph.D.  
Course: M & W 9:40 A.M.-11:10 P.M.; Academic Hall Room 407  
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Office: Thayer Hall Room 913; MW 1-2:30 P.M., 9-10:30 P.M. and by appointment

### Course Description

This course serves as an introduction to the theory and practice of visual communication design for print and screen-based media. Emphasis is placed on visual communication of ideas, information and messages. Students learn the fundamentals of digital imaging, page layout and Web design. Upon completion of this course, students will produce a series of visual communication artifacts to add to their portfolios.

### Course Objectives

- Students will demonstrate an understanding of basic design principles
- Students will demonstrate an understanding of the fundamental concepts of communication processes and theory, including effective visual communication design
- Students will learn the basics of the Macintosh operating system
- Students will learn proper Internet searching and information gathering techniques
- Students will learn the basics of graphic design and photo editing using Adobe Photoshop
- Students will learn the basics of page layout and design using Adobe InDesign
- Students will learn the basics of designing a website with Adobe Dreamweaver
- Students will develop the ability to make original design, including research and writing the text for design pieces (newsletters, brochures, websites) as well as rework designs and choose pieces for a design portfolio
- Students will practice proper writing and presentation skills through the writing of text for design pieces as well as the presentation of a portfolio at the end of the semester
- *Pennsylvania Department of Education Standard for Communications Majors:*  
Knowing the content: Students will understand media, including access and use of telecommunication tools for communication and information sharing, including electronic mail and Internet sources.

### Textbooks

Williams, R. (2008). *The non-designer's design book: Design and typographic principles for the visual novice* (3rd ed.). Berkeley, CA: Peachpit Press.

Weinmann, E., & Lourekas, P. (2010). *Photoshop CS5 for Windows and Macintosh: Visual QuickStart guide*. Berkeley, CA: Peachpit Press.

### Methods of Instruction

Methods of instruction include but are not limited to lecture and demonstration, individual and group assignments, in-class exercises, as well as the use of Web-based instructional technologies.

### Methods of Evaluation

Color Collage	20%
Newsletter	20%
Personal Web Page	20%
Online Portfolio & Presentation	20%
In-Class Exercises (due by the end of each class)	<u>20%</u>
	100%

### Expectations and Policies

#### *Grading Policy:*

A: 93-100%; A-: 90-92.9%; B+: 87-89.9%; B: 83-86.9%; B-: 80-82.9%;  
C+: 77-79.9%; C: 73-76.9%; C-: 70-72.9%; D+: 67-69.9%; D: 63-66.9%; D-: 60-62.9

*Deadlines:* To be successful in this class, you may want to complete all the projects on time. In-class assignments are due at the end of each class period. For each day a project is late 3% of the grade will be deducted.

*Academic Integrity:* All students are subject to the code of student conduct, including but not limited to, issues of Academic Honesty and Integrity.

*Backup Storage:* Students are responsible for keeping backups of all projects.

*Attendance Policy:* Students are expected to attend all classes and arrive on time with required materials. Good note taking is mandatory. Absences will result in a lower grade. Students will be allowed a maximum of three absences. Every absence above three will result in 5% being deducted from the student's final grade. Excused absences may be taken into consideration if they are accompanied by a note from a doctor. It is also very important to arrive on time for class. Entering the classroom late is disruptive for the other students and instructor, and the student will be behind in the coursework for the day. Any student arriving more than 10 minutes late for class will be marked as absent.

*Disability Accommodations:* If you have a disability, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. To request disability accommodations, please make an appointment to see the instructor. For more information and assistance, please call the Program for Academic Success (PAS), 701 Lawrence Hall, (412) 392-3870. The PAS Office will provide specific information on the Point Park College ADA Policy and application procedures to the student. PAS will also contact individual instructors to verify a student's eligibility and to make arrangements for individualized accommodations.

## Library

The Library is located in the University Centre at 414 Wood Street. Many resources are available 24/7 through the Library's Web page and if you're off campus, you can access the databases and e-books by using your Point Park University e-mail password and log in. Librarians are available to help you find the resources you need for your research. Contact the Library at 412 392-3171, in person, by e-mail at [library@pointpark.edu](mailto:library@pointpark.edu), through IM or by texting to 66746 and starting your question with *pointlib*.

## Course Schedule

<b>Monday 9:40 A.M.-11:10 A.M.</b>	<b>Wednesday 9:40 A.M.-11:10 A.M.</b>
Jan 17 Welcome and Introduction to the Course	Jan 19 Visual Communication Design: Macintosh Orientation
Jan 24 Internet: Resources and Techniques Reading: Williams, ch. 1	Jan 26 Principles of Graphic Design Introduction to Adobe Photoshop
Jan 31 Design Principles: Proximity Reading: Williams, ch. 2	Feb 2 Photoshop: Working with Selections Making Creative Crops
Feb 7 Photoshop: Working with Layers Reading: Williams, ch. 3	Feb 9 Photoshop: Color Management Reading: Williams, ch. 7
Feb 14 Design Principles: Alignment Reading: Williams, ch. 3	Feb 16 Photoshop: Managing Text Reading: Williams, ch. 5
Feb 21 Design Principles: Repetition Reading: Williams, ch. 4	Feb 23 Reading: Williams, ch. 6 <b>Color Collage due</b>
Feb 28 Page Layout and Typography Introduction to Adobe InDesign	Mar 2 InDesign: Setting Up a Document Reading: Williams, ch. 8
Mar 7 <i>Spring Break</i> , no class	Mar 9 <i>Spring Break</i> , no class
Mar 14 InDesign: Type, Points, and Lines Reading: Williams, ch. 9-11	Mar 16 InDesign: Working with Objects Reading: Williams, ch. 9-11
Mar 21 Web Design Fundamentals Introduction to Adobe Dreamweaver	Mar 23 Reading: Williams, ch. 11 <b>Newsletter due</b>
Mar 28 Dreamweaver: Working with Text Reading: ch. 8	Mar 30 Dreamweaver: Working with Links Reading: Williams, ch. 12
Apr 4 Dreamweaver: Working with Images Reading: Williams, ch. 12	Apr 6 Integrating Digital Multimedia Reading: Williams, ch. 13
Apr 11 Work on Web Projects Reading: Williams, ch. 14	Apr 13 Reading: Williams, ch. 14 <b>Personal Web Page due</b>
Apr 18 Work on Portfolios	Apr 20 Work on Portfolios
Apr 25 Portfolio Presentations	Apr 27 Portfolio Presentations
May 2 Final Examination Time: 10 A.M.-12 P.M. <b>Final Portfolio due</b>	

Note: This course schedule is subject to change.