VC&D-1000: VISUAL COMMUNICATION FOUNDATION

Cuyahoga Community College

Viewing: VC&D-1000 : Visual Communication Foundation

Board of Trustees:
February 2019

Academic Term:
Fall 2019

Subject Code
VC&D - VC-Visual Communication&Design

Course Number:
1000

Title:
Visual Communication Foundation

Catalog Description:
This course provides the foundation for all Visual Communication programs and career paths. Topics include exploring the elements and principles of design, layout, color theory, and visual storytelling. Visual Communication career options are examined, as well as industry standard software, workflow and best practices.

Credit Hour(s):
3

Lecture Hour(s):
2

Lab Hour(s):
3

Requisites

Prerequisite and Corequisite
None.

I. ACADEMIC CREDIT

Academic Credit According to the Ohio Department of Higher Education, one (1) semester hour of college credit will be awarded for each lecture hour. Students will be expected to work on out-of-class assignments on a regular basis which, over the length of the course, would normally average two hours of out-of-class study for each hour of formal class activity. For laboratory hours, one (1) credit shall be awarded for a minimum of three laboratory hours in a standard week for which little or no out-of-class study is required since three hours will be in the lab (i.e. Laboratory 03 hours). Whereas, one (1) credit shall be awarded for a minimum of two laboratory hours in a standard week, if supplemented by out-of-class assignments which would normally average one hour of out-of-class study preparing for or following up the laboratory experience (i.e. Laboratory 02 hours). Credit is also awarded for other hours such as directed practice, practicum, cooperative work experience, and field experience. The number of hours required to receive credit is listed under Other Hours on the syllabus. The number of credit hours for lecture, lab and other hours are listed at the beginning of the syllabus. Make sure you can prioritize your time accordingly. Proper planning, prioritization and dedication will enhance your success in this course.

The standard expectation for an online course is that you will spend 3 hours per week for each credit hour.

II. ACCESSIBILITY STATEMENT

If you need any special course adaptations or accommodations because of a documented disability, please notify your instructor within a reasonable length of time, preferably the first week of the term with formal notice of that need (i.e. an official letter from the Student Accessibility Services (SAS) office). Accommodations will not be made retroactively.

For specific information pertaining to ADA accommodation, please contact your campus SAS office or visit online at http://www.tri-c.edu/accessprograms. Blackboard accessibility information is available at http://access.blackboard.com.

Eastern (216) 987-2052 - Voice
III. ATTENDANCE TRACKING

Regular class attendance is expected. Tri-C is required by law to verify the enrollment of students who participate in federal Title IV student aid programs and/or who receive educational benefits through other funding sources. Eligibility for federal student financial aid is based in part on enrollment status.

Students who do not attend classes for the entire term are required to withdraw from the course(s). Additionally, students who withdraw from a course or stop attending class without officially withdrawing may be required to return all or a portion of their financial aid based on the date of last attendance. Students who do not attend the full session are responsible for withdrawing from the course(s).

Tri-C is responsible for identifying students who have not attended a course before financial aid funds can be applied to students’ accounts.

Therefore, attendance is recorded in the following ways:

- For in-person and blended-learning courses, students are required to attend the course by the 15th day of the semester (or equivalent for terms shorter than five weeks) to be considered attending. Students who have not met all attendance requirements for in-person and blended courses, as described herein, within the first two weeks or equivalent, will be considered not attending.

- For online courses, students are required to login at least two times per week and submit one assignment per week for the first two weeks of the semester, or equivalent to the 15th day of the term. Students who have not met all attendance requirements for online courses, as described herein, within the first two weeks or equivalent, will be considered not attending.

At the conclusion of the first two weeks of a semester or equivalent, instructors report any registered students who have “Never Attended” a course. Those students will be administratively withdrawn from that course. However, after the time period in the previous paragraphs, if a student stops attending a class or wants or needs to withdraw, for any reason, it is the student’s responsibility to take action to withdraw from the course. Students must complete and submit the appropriate Tri-C form by the established withdrawal deadline.

Tri-C is required to ensure that students receive financial aid only for courses that they attend and complete. Students reported for not attending at least one of their registered courses will have all financial aid funds held until confirmation of attendance in registered courses has been verified. Students who fail to complete at least one course may be required to repay all or a portion of their federal financial aid funds and may be ineligible to receive future federal financial aid awards. Students who withdraw from classes prior to completing more than 60 percent of their enrolled class time may be subject to the required federal refund policy.

If illness or emergency should necessitate a brief absence from class, students should confer with instructors upon their return. Students having problems with coursework due to a prolonged absence should confer with the instructor or a counselor.

IV. LEARNING OUTCOMES ASSESSMENT

 Occasionally, in addition to submitting assignments to their instructors for evaluation and a grade, students will also be asked to submit completed assignments, called ‘artifacts,’ for assessment of course and program outcomes and the College’s Essential Learning Outcomes (ELOs). The artifacts will be submitted in Blackboard or a similar technology. The level of mastery of the outcome demonstrated by the artifact DOES NOT affect the student’s grade or academic record in any way. However, some instructors require that students submit their artifact before receiving their final grade. Some artifacts will be randomly selected for assessment, which will help determine improvements and support needed to further student success. If you have any questions, please feel free to speak with your instructor or contact the Learning Outcomes Assessment office.

V. CONCEALED CARRY STATEMENT

College policy prohibits the possession of weapons on college property by students, faculty and staff, unless specifically approved in advance as a job-related requirement (i.e., Tri-C campus police officers) or, in accordance with Ohio law, secured in a parked vehicle in a designated parking area only by an individual in possession of a valid conceal carry permit.

As a Tri-C student, your behavior on campus must comply with the student code of conduct which is available on page 29 within the Tri-C student handbook, available athttp://www.tri-c.edu/student-resources/documents/studenthandbook.pdfYou must also comply with the College’s Zero Tolerance for Violence on College Property available athttp://www.tri-c.edu/policies-and-procedures/documents/3354-1-20-10-zero-tolerance-for-violence-policy.pdf

Outcomes

Course Outcome(s):
Develop foundation design knowledge, skills and abilities.

Essential Learning Outcome Mapping:
Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.
Objective(s):
1. Use industry standard software to complete basic design projects/assignments.
2. Solve design challenges utilizing the elements and principles of design.
3. Exhibit competency in craftsmanship, in both digital and traditional media.
4. Communicate a specific concept visually.
5. Demonstrate knowledge of design vocabulary through critique and verbal presentation.
6. Follow directions and work within specified project parameters.

Course Outcome(s):
Assess different careers in Visual Communication while completing a personal career and academic plan.

Objective(s):
1. Discuss the possible career choices in Visual Communication and identify the appropriate major to pursue for specific careers.
2. Determine a course of study based on a preferred career path in Visual Communication and working with a counselor, complete a locked academic plan.
3. Discuss basic ethics and copyright law including the use of acquired images and designs.
4. Use the College’s My Plan Assessment tool to evaluate one’s own interest and skills with various careers in Visual Communication.

Methods of Evaluation:
1. Successful completion of all design exercises and projects
2. Written papers
3. Oral and Visual presentation
4. Participation in group discussions and critiques

Course Content Outline:
1. Career Paths :: Student Research & Guest Speakers
   a. Critical thinking about the future
      i. Careers in Visual Communication
      ii. Self-assessment
      iii. Academic planning using Degree Works
   b. Skills required for specific fields
      i. Using college skills assessment tools such as "My Plan"
      ii. Online research and assessment
   c. Local, national, and Global Job Availability
      i. Meet with Career Center
      ii. Meet with Transfer Center Specialist
      iii. Conduct online research of Visual Communications jobs
   d. Trends in Visual Communication profession
      i. Conduct professional interview
      ii. Conduct Faculty advocate interview
2. Elements of Design
   a. Line (organic, mechanical)
   b. Shape (2D - circle, square, triangle, etc.- organic/geometric, positive/negative)
   c. Form (3D-sphere, cube, cone, etc.- organic/geometric)
   d. Value (contrast, gray scale)
   e. Texture (real, implied/simulated)
   f. Space & Alignment (framal reference, touching, intersecting, overlapping and cropping of shapes, linear & atmospheric perspective)
   g. Color (tonality, hue, shade and tint)
3. Principles of Design
   a. Balance (symmetry / asymmetry, tension and equilibrium)
   b. Movement (organization, focal point)
   c. Contrast (size, value, direction, space, position and dynamics of positive and negative, figure ground relationship)
   d. Repetition (pattern, shape recognition, order, similarity and proximity grouping, regular, irregular)
   e. Rhythm (regular, irregular/random)
   f. Emphasis & Visual Hierarchy (color dominance, focal areas, visual prominence, unity)
g. Isomorphic Correspondence; visceral responses to certain shapes and colors
h. Gestalt (How relationship or the sum of the parts is greater than the whole)

4. Composition: Using the Elements and Principles to Arrange Visual Elements
   a. Static vs. dynamic composition
   b. Harmonious vs. disharmonious
   c. Page division: alignment, grid, horizontals, verticals, diagonals, curves
   d. Motion changes everything: design & motion

5. Basic Color Theory
   a. Tonality, hue, shade and tint
   b. Color schemes (monochromatic, analogous, complementary)
   c. Color models (RGB, CMYK, etc.)
   d. Value and light effects: luminosity, luster, shadow and highlight, iridescence and opalescence, reflection, refraction, transparency and motion
   e. Color relativity (Josef Albers, color memory, color accuracy and agrees upon solutions such as Pantone, PMS, etc.)
   f. Color and meaning: personal and cultural interpretations, historic meanings of color

6. Visual storytelling
   a. No words required; the elements and principles put to work
   b. Cultural assumptions, using “borrowed interest”
   c. Linear story: the comfort of beginning, middle, end
   d. Nonlinear story: contextual linkage
   e. Sequence, space and time

7. Ethical issues
   a. The role of the designer in society: making ethical choices regarding advertising, propaganda and public relations
   b. Copyright and the law: The difference between inspiration and appropriation

Resources


Resources Other
1. www.colormatters.com/color-s symbolism
2. www.aiga.org

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