

**BARRY UNIVERSITY
COLLEGE OF ARTS AND SCIENCES
COURSE SYLLABUS**

**ART 325-01 VISUAL COMMUNICATIONS
SPRING 2018
T/R 11:00am – 12:20pm, Adrian 217**

**Professor: NICOLE BELTRAN
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Office: Adrian 115B**

**Office Hours:
M/W - 10:30am – 12:00pm // T/R 10:00am – 11:00am**

Course Description:

This course will explore the principles of visual communication and focus on the connection between text and image. A variety of creative problems will be presented to the student in order to put these principles into practice, while reinforcing their full range of design and technical skills.

Relationship Of Course To University Mission

The promotion of diversity and inclusion at Barry University will be tested through the cultivation of the student's artistic skills in the development and creation of individual, unique design solutions. The subject matter for their individual projects will revolve around social and/or environmental issues, which will offer an avenue for conveying information relating to social justice and the sacredness of the Earth.

Course Objectives

- To become familiar with the theories behind the process of visual communication.
- To learn how to create powerful connections between text and image
- To simplify complex ideas/information into visually clear and engaging design
- To reinforce a full range of design and technical skills

Learning Outcomes

Students who complete this course will be able to:

1. Call upon the theories of visual communication and successfully visualize and develop a response to a variety of complex design issues.
2. Effectively research and gather information on various topics in order to analyze and generate successful visual solutions and tight connections between text and image.
3. Use the principles of visual organization/composition, information hierarchy, symbolic representation and typography in order to develop a powerful piece of visual communication.
4. Skillfully design their projects through the use of industry standard software

Teaching Methods

- Lectures and class discussions
- Formally assigned projects
- Demonstrations
- Hand-outs, readings and videos
- Individual consultations
- Class input/evaluation (critiques)

Attendance Policy:

The College of Arts and Sciences adheres to the following attendance policy: **A total of 6 class hours of absence will result in a withdrawal of W, WP, or WF if within the designated withdrawal period, or an automatic F if not.** It is the student's responsibility to initiate the withdrawal during the designated withdrawal period. Otherwise, an F will be issued at the end of the term.

Students not present when roll is called will be marked as absent. Students who are late (arriving after roll is called) are responsible to report to the instructor to make sure that the "absence" is changed to a "late" on the roll. **3 late arrivals are equal to 1 absence. Leaving class early will also be considered as a "late".**

Do your best not schedule appointments for advising, doctor visits, work, airport pick-ups etc. during class time. Excuse from class for extreme emergencies will be given at the instructor's discretion. Excessive absences and tardiness will affect your final grade.

Withdrawal Procedure:

It is the student's responsibility to initiate the official withdrawal if they stop attending class after the drop/add period. Faculty are not required to withdraw a student from the course unless they initiate and complete the required form. Withdrawing students must pick up the form at the Registrar's office, get it signed, and return it to the Registrar's themselves. (Faculty can but are not required to withdraw students who never show up to a class.)

Spring 2018 Withdrawal Schedule for grades

Student Category	Dates	Grade Earned
Undergraduate	1/11/18 - 2/16/18 2/17/18 - 3/23/18	W WP OR WF

Withdrawals will not be accepted after 3/23/18. After 3/23/18 you will receive an automatic "F." The only way to remove an "F" from your records is to successfully retake the course and earn a higher grade.

Academic Dishonesty Policy:

Cheating and Plagiarism

1. Cheating is defined as the attempt, successful or not, to give or obtain aid and/or information by illicit means in meeting any academic requirements, including examinations or art projects.
2. Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, images or larger units of discourse from another writer, speaker, artist or photographer.

Students are expected to know and abide by the policy as stated in the university catalogue and student handbook.

In art you are legally in danger of copyright infringement if you copy or borrow all or part of any image or object covered by national or international copyright laws regardless of whether or not you are using the same art media to create your artwork. Even if an image is legally within the public domain, it can still be considered cheating or plagiarism for you to borrow it to use as or within your own work. Whenever you are confused about what is ethical or acceptable use of any visual source, always discuss your concerns with the instructor.

Disability Statement:

Students with documented special learning needs may want to contact the Barry University Office of Services for Students with Disabilities 305-899-3489.

Student Behavior:

All Barry University students are expected to behave according to accepted norms that ensure a climate wherein all can exercise their right to learn. Such norms are set forth in the undergraduate catalogue under College of Arts and Sciences Guidelines for Student Conduct and Academic Responsibility. Please be sure that you have read and understood that section. No faculty member will tolerate classroom behavior that violates these norms. Such behavior will be grounds for withdrawal from the class, judicial proceedings, or failure of the course. If warranted, students engaging in such behavior will be removed from class by security personnel and may be required to undergo counseling.

Cell phones, Facebook and personal music devices

All audible electronic devices must be turned off during lectures. Use of these devices is only acceptable during lab hours or by specific permission from the instructor. The use of Facebook during class time is strictly prohibited. Abuse of this policy will result in a lower grade. Music devices are ONLY allowed during lab time. Whenever you are using them, the volume needs to be low enough that you can hear the professor in a normal speaking voice and no one else can hear your music. You are not permitted to wear headphones during class lectures, critiques or instructions.

Course Requirements:

Projects / Points

- 1. Board Game Research - outcome 1, 2 10pts
- 2. Board Game Logo - outcomes 3, 4 15pts
- 3. Board Game Board/pieces - outcomes 3, 4 15pts
- 4. Board Game Instructions - outcomes 3, 4 15pts
- 5. Board Game Package/final setup – outcomes 3, 4 15pts
- 6. Infographic Poster Research - outcome 1, 2 10pts
- 7. Infographic Poster - outcomes 3, 4 20pts

You are expected to purchase the following materials for this class:

Flash Drive, External Harddrive or some type of file storage, sketchbook, pencils

Students will be expected and encouraged to look at and study as much graphic design as they can. There are many examples of both good and bad graphic design in all facets of our daily lives. Only by looking to see what works and what does not can we improve ourselves.

Grading:

The student’s final grade will be determined by the total number of points received at the end of the semester from each project. All assignments and projects are due at the beginning of class on their given due date. Students are expected to meet deadlines, project criteria and participate in class discussions and critiques to avoid the deductions.

Deductions:

- Late projects will be deducted by 10%.
- Students who are late to a critique will receive a 5% deduction.

Grades will be averaged as follows.

97 - 100% = A+	87 - 89% = B+	77 - 79% = C+	60 - 69% = D
94 - 96% = A	84 - 86% = B	74 - 76% = C	Below 60% = F
90 - 93% = A-	80 - 83% = B-	70 - 73% = C-	

TEXTBOOK

Universal Principles of Design – Lidwell, Holden, and Butler

List of Assignments & Critique Due Dates:

All dates and assignments are subject to change upon oral notice.

TUES 01.09	Review Syllabus/Course Schedule Review nickyclasses.com website PURCHASE SUPPLIES TODAY!
THURS 01.11	Lecture 1 - Visual Communications Intro to Project 1 (Board Game) Begin research Homework: Read UPD handouts
TUES 01.16	Research, plan and sketch thumbnails
THURS 01.18	Research, plan and sketch thumbnails Homework: Read UPD handouts
TUES 01.23	RESEARCH & SKETCHES DUE Review ideas individually Begin logo design
THURS 01.25	Work on logo design Homework: Read UPD handouts
TUES 01.30	GAME LOGO DUE DEMO: Game Path Begin gameboard design
THURS 02.01	Work on gameboard design Homework: Read UPD handouts
TUES 02.06	Work on gameboard design
THURS 02.08	Work on gameboard design Homework: Read UPD handouts
TUES 02.13	GAME BOARD DUE Begin design of game pieces
THURS 02.15	Design game pieces Homework: Read UPD handouts
TUES 02.20	GAME PIECES DUE Begin instruction sheet design
THURS 02.22	Work on instruction sheet design Homework: Read UPD handouts
TUES 02.27	Work on instruction sheet design

THURS 03.01	INSTRUCTION SHEET DUE DEMO: Game Package and portfolio setup Begin package design and final game setup Homework: Read UPD handouts
TUES 03.06	SPRING BREAK (NO CLASS) Work on package design and final game setup
THURS 03.08	SPRING BREAK (NO CLASS) Work on package design and final game setup
TUES 03.13	Work on package design and final game setup
THURS 03.15	Work on package design and final game setup Homework: Read UPD handouts
TUES 03.20	GAME BOARD CRITIQUE
THURS 03.22	Lecture 2 – Infographics Video: Over the Counter Data Intro to Project 2 (Infographic Poster) Begin research, plan and sketch thumbnails Homework: Read UPD handouts
TUES 03.27	Research, plan and sketch thumbnails Homework: Read UPD handouts
THURS 03.29	EASTER BREAK (NO CLASS)
TUES 04.03	RESEARCH & SKETCHES DUE Review ideas individually and begin design on computer
THURS 04.05	DEMO: Custom Graphs Work on infographic design Homework: Read UPD handouts
TUES 04.10	Work on infographic design
THURS 04.12	Work on infographic design Homework: Read UPD handouts
TUES 04.17	Work on infographic design
THURS 04.19	Work on infographic design
TUES 04.24	Work on infographic design
THURS 04.26	Work on infographic design
THURS 05.03	INFOGRAPHIC CRITIQUE @ 10:00am