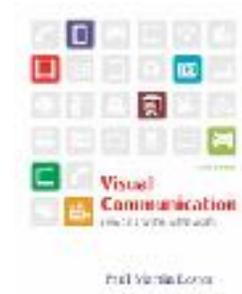


Visual & Digital Literacy CM113



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Office Hours: Tuesday & Thursday 11:00-12:30 or by appointment

“When you change the way you look at things, the things you look at change”

– Dr. Wayne Dyer

Visual Communication

Is Image is Everything? Visual Communication is an exploration into the idea that memorable visual messages with text have the greatest power to inform, educate, and persuade an individual. This course is an attempt to discover why some images are remembered while most are not. At the conclusion of this course, students will be expected to:

1. demonstrate an ability to analyze visual messages in a variety of mediated contexts,
2. articulate the reasons why there is a difference between an ordinary visual message and one that becomes an international icon,
3. produce high quality visual messages in subsequent classes and professional contexts

Textbook:

Visual Communication Images with Messages, Paul M. Lester, Sixth Edition

A Note on Behavior

Cheating, plagiarism, and/or inappropriate online behavior will not be tolerated and may be subject to disciplinary action. For more information on these issues see www.georgian.edu (Plagiarism)

Cell Phones (Exams): Phones are to be put away during exams. If a cell phone is visible during an exam, it will be assumed you are cheating.

Cell Phones (Class): Learning to see “differently” requires your full attention. Unless you are asked to use your phone to find information, please assume you should not be texting, snap chatting, Tweeting or Facebooking during class.

Questions & Extra Help – in the event you are not clear about an assignment or simply have questions, please do not hesitate to ask. Don’t assume. Excellent communicators know how and when to ask for clarification. That’s why I’m here.

Modes of Communication – If you have questions or need help, it is always best to ask before or after class. Email is another excellent channel, however, I have found f2f communication always works best. If you have my cell phone number, please use it only when it is of the utmost urgency.

Nondiscrimination:

It is policy of Georgian Court University to maintain an academic environment free of discrimination, including harassment, regardless of gender, race, creed, color, religion, age, national and ethnic origin, sexual orientation, disability, or veteran status. The University is committed to creating an environment which is free from intolerance directed toward individuals or groups. For details, see the current GCU undergraduate catalog. All inquiries shall be addressed in the Office of Human Resources.

Disabilities Services:

Georgian Court University is committed to ensuring that all students receive equal access to all services, programs, and activities. We support students with documented physical, sensory, learning, or psychological disabilities by providing reasonable and appropriate accommodations in accordance with applicable laws, such as Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. To request accommodations and/or academic adjustments, please contact the Academic Development and Support Center on the lower level of the Sister Mary Joseph Cunningham Library. Call 732-987-2363 or send an email to lfarh@georgian.edu. For more information, see <http://georgian.edu/academics/adsc/#disabilities-services>.

Academic Integrity

Georgian Court strives to be a moral community with ethical convictions. Academic integrity is essential to collegial pursuit of truth and knowledge, and academic dishonesty is a serious offense which may result in failure for the course and even dismissal from Georgian Court. Anyone who willfully assists another in the breach of integrity is held equally responsible and subject to the same penalty. According to GCU policy, academic dishonesty is any act of cheating, fabrication, plagiarism, abuse of resources, forgery of academic documents, dissimulation, or sabotage, and any act of aiding and abetting academic dishonesty. One aspect of academic honesty that often surprises students is the expectation that you hand in original work *that was not already handed in for a different course*. Unless you have specifically obtained your instructor's permission to hand in previously-completed work, this is a breach of academic honesty. See the catalog or student handbook for additional information. Check with your instructor BEFORE an assignment's due date if you have questions about this policy.

Early Warning System – Intervention Tool

Georgian Court University has an electronic intervention tool called the **Early Warning System**. This tool will be invoked when a student is doing poorly in a

course by demonstration of sub-par academic performance, attendance, or disposition. Once an alert is activated in the Early Warning System, you will be notified and a Georgian Court University professional will reach out to you to discuss ways to help you succeed in this course. This process is only meant to help you.

Withdrawal from this Course

GCU policy permits undergraduate students to withdraw up to the 10th week (or equivalent for courses of shorter duration) and receive a “W” grade. This requires a "Request for Grade of W" form and a fee. You cannot withdraw from this course by not attending or by telling your instructor of your desire to withdraw. It is your responsibility to complete the official forms and procedures. An academic advisor must sign the form. A student who has not officially withdrawn will receive a grade based on all work, whether completed or not, including work assigned after the student stopped attending. The registrar publishes a list of deadlines to request a grade of “W” at <http://georgian.edu/academics/registrar/important-dates/>. ***WITHDRAWING FROM A COURSE CAN NEGATIVELY AFFECT YOUR FINANCIAL AID AND ACADEMIC STANDING – be sure to check with the Financial Aid Office and your advisor before dropping any course.***

The Office of the Registrar in the Mercy Center can answer questions, too. Telephone 732-987-2228; email registrar@georgian.edu; web site:<http://georgian.edu/academics/registrar>.

Twitter: please regularly check Twitter. I will post articles and related course content to my account Twitter @njgina

Assignments & Grading

60% Exams - Three (3) multiple choice exams are given over the course of the semester. You can expect an exam during week 5, 10 & 15 (final exams). Exams are not cumulative. Each exam is worth 20% of your grade. Exam questions will come from the readings (you absolutely, positively, without a doubt need the textbook). Exams will also cover information discussed in class. If you miss class, you will miss this information. It is your responsibility to get notes from your classmates. You can bring 1 5X7 note card with you to the exam. You may not bring anything bigger than one 5 X 7 notecard. You can not use your phone. You can not photocopy another students notecard.

30% Papers for this class must be in 12pt type, double-spaced, and one-inch margins and turned in at the start of class when due.

10% Multi-Campus Twitter Activity:

Cross Hashtag #TXC17 Hashtag Journal Analysis
(see assignment handout for guidelines & questions)

20% Final Paper

You will write a five-page paper that analyzes any visual message within any media. Analyze the picture using the procedure discussed in Chapter 6. **Divide your paper into nine sections with clear headings:** an introduction, the six perspectives, a conclusion, and a bibliography with at least three sources. You may submit the paper to Blackboard. The paper is due the last class.

10% Attendance & Class Participation

Attendance will be taken every week. You may miss three classes without penalty. Each absence after this negatively impact your attendance grade. We will work on assignments in class – both in small groups and individually. The assignments will be given at the beginning of class, and due by the end of the period. Assignments cannot be made up. If you miss class, you miss the the in class assignment.

Absences – If you miss class it is your responsibility to ask you classmates for information covered in class. Please do not email me and ask, “Did I miss anything important?” Here is the one instance it is safe to assume you did and get the notes.

Class Schedule: Subject to Change

August 29th/September 1

Class 1: Introduction to the Course/Visual Communication

Readings: Preface & Chapter 1

September 5 & 7

Reading 2: Visual Cues

September 12 & 14

Visual Theories

Reading: Chapter 3

September 19 & 21

Visual Persuasion

Reading: Chapter 4

September 26 & 28

Visual Stereotypes

Reading: Chapter 5

Exam (1-5)

October 3 & 5:

Image Analysis & Typography

Readings: Chapters 6 & 7

October 10 (Columbus Day) & 12 :

Graphic Design

Reading: Chapter 8

October 17 & 19: Informational Graphics

Reading: Chapter 10

October 24 & 26: Photography

Reading: Chapter 11

X-Twitter Hashtag Activity — For week 1 (Oct. 22-28) -- Find, describe, and share a photo of something that depicts the essence of your school. Why did you select this? (see assignment handout)

Exam (chapters 6, 7, 8, 9, 11)

October 31 & November 4th: Cartoons Chapter 12

For week 2 (Oct. 29-Nov. 4): Share your best tip for thriving and finding success at your school. Include a relevant link, resource, or photo.

November 7 & 9: Motion Pictures

Reading: Chapter 12

For Week 3 (Nov. 5-11): For this week, you will practice “impression management” and “personal branding” as an individual and as a student/professional through two separate tweets on the hashtag.

November 14 & 16: Television

Reading: Chapter 13

#TXC17: Cross-Course Hashtag Analysis Journal Assignment

November 21 & 23 (Thanksgiving): Computers

Reading: Chapter 14

November 28 & 30 : Web & Conclusion:

December 5 & 7: Catchup & Final Thoughts

Final Paper Due: Visual Analysis
FINAL EXAM (Chapters 10, 12-14)