



SCTM Strategic Visual Communication - January – May 2026

Monday - Wednesday
11:00 – 12:15 pm

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Days marked in green: on-line session.

Boxes marked in yellow: assignments.

DATE	READING/VIDEOS	IN-CLASS ACTIVITIES	ASSIGNMENTS
Monday January 12 On-line	Welcome ☺ We'll read the syllabus and calendar. As a suggestion, download these files from the webpage and keep them close to you, so you can have easy access to them. ☺ Log in to Webex.	You can use the following software: <ul style="list-style-type: none"> • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Acrobat Reader • Canva • Freepik 	
Wednesday Jan 14	Read Lesson 1 – Webpage Principles and elements of Visual Communication.	Read the document from the webpage.	
Monday Jan 19 On-line	Lesson 1 – Hands on. Strategic Visual Diagnosis & Redesign Duration: <ul style="list-style-type: none"> • 30 minutes – individual work • 5 minutes – individual presentation • We start today 	Objective: To reinforce and apply the principles and elements of visual communication by diagnosing an existing visual piece and proposing strategic improvements grounded in theory. <i>We start today with the presentations. Students will be selected at random.</i>	Modality: <ul style="list-style-type: none"> • Individual • Free use of tools (Adobe, Canva, PowerPoint, Google Slides, paper + photo, AI tools, etc.)
Wednesday Jan 21	If you didn't present your proposal last session, use today to improve it.		

Monday Jan 26 On-line	Presentation by Students		
Wednesday Jan 28	Read Lesson 2 – Webpage Process in Visual Communication.	Read the document from the webpage.	
Monday Feb 2	Holiday	Holiday	Holiday
Wednesday Feb 4	Suggestion: Do the activity included in Lesson 2. It will be your first assignment (25% of your final grade).	Read the document from the webpage.	
Monday Feb 9 On-line	Lesson Professor. <i>You have an assignment for today.</i>		Assignment 1. Follow the instructions of the file placed on website. Due day/hour: Today, 11:00 am. Submit it by email. Avoid uploading it after the class begins. No late assignments are accepted.
Wednesday Feb 11	Read Lesson 3 – Webpage Ways of seeing.	Read the document from the webpage.	
Monday Feb 16 On-line	Lesson 3 – Hands on. Activity by teams of 3.	<i>We start today with the presentations. Students will be selected at random.</i>	
Wednesday Feb 18 On-line	Lesson 3 – Hands on. Activity by teams of 3.	Presentation by students – Review instructions on website.	

Monday Feb 23	Midterm Week	No Session	No Session
Wednesday Feb 25	Midterm Week	No Session	No Session
Monday Mar 2 On-line	Lesson Profesor Color A. <i>You have an assignment for today.</i>		Assignment 2. Follow the instructions of the file placed on website. Due day/hour: Today, 11:00 am. Submit it by email. Avoid uploading it after the class begins. No late assignments are accepted.
Wednesday Mar 4	Lesson 4 – Webpage. Rules of color 1	Read the document from the webpage.	
Monday Mar 9 On-line	Lesson Professor Color B		
Wednesday Mar 11	Lesson 4 – Webpage. Rules of color part 2	Read the document from the webpage.	
Monday Mar 16	Holiday	Holiday	Holiday
Wednesday Mar 18	Lesson 5 – Webpage Typography	Read the document from the webpage.	
Monday Mar 23 Online	Lesson Professor Color C		

Wednesday Mar 25	Use your time wisely and complete your assignment 3.		
Mar 30	Holiday	Holiday	Holiday
April 1	Holiday	Holiday	Holiday
Monday April 6 On-line	Lesson 4 – Hands on. Color – individual activity <i>You have an assignment for today.</i>	<i>We start today with the presentations.</i> <i>Students will be selected at random.</i>	Assignment 3. Follow the instructions of the file placed on website. Due day/hour: Today, 11:00 am. Submit it by email. Avoid uploading it after the class begins. No late assignments are accepted.
Wednesday April 8	Complete the activity. You will present it next week.	Use your time wisely.	
Monday April 13 On-line	Lesson 4 – Hands on. Students' presentations about color.	<i>We start today with the presentations.</i> <i>Students will be selected at random.</i>	
Wednesday April 15	Lesson 6 – Webpage Gestalt Laws	Read the document from the webpage.	
Monday April 20 Online	Lesson 6 – Hands on. Teams of 3 people. Today all teams will present. It is a short group activity. Each team will create a single strategic visual piece (simple but intentional) for a defined communication scenario, using Gestalt principles as the main visual driver.	To apply one or two Gestalt laws intentionally in the creation of a clear, strategic visual message, demonstrating how visual perception principles can guide attention, structure meaning, and support communication objectives.	

		This activity is not about explaining Gestalt laws, but about using them deliberately to communicate more effectively.	
Wednesday April 22	Lesson 7 – Webpage. Tips for creating.	Read the document from the webpage.	
Monday April 27 Online	Lesson Professor Storytelling.		
Wednesday April 29 Online	Closure. Evaluation & Feedback. <i>You have an assignment for today.</i>	Final Project Delivery.	Assignment 4. Follow the instructions of the file placed on website. Due day/hour: Today, 11:00 am. Submit it by email. Avoid uploading it after the class begins. No late assignments are accepted.

DISCLAIMER. Due to unforeseen circumstances, the instructor may be required to change, modify, add, or delete course assignments, materials, or projects. Notification of changes will be announced by email to each student's campus e-mail account.