

	SCTM Strategic Visual Communication - January – May 2026		
	Monday - Wednesday 11:00 – 12:15 pm	Webpage: <a href="https://brenserrano.wixsite.com/stratcom">https://brenserrano.wixsite.com/stratcom</a>	
	Email: <a href="mailto:bserranocasasola@astate.edu">bserranocasasola@astate.edu</a>	Webex: <a href="https://shorturl.at/1iipP">https://shorturl.at/1iipP</a>	
	Days marked in green: on-line session.		Boxes marked in yellow: assignments.

DATE	READING/VIDEOS	IN-CLASS ACTIVITIES	ASSIGNMENTS
Monday January 12 On-line	<b>Welcome</b> ☺ 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"> <li>• Adobe Illustrator</li> <li>• Adobe Photoshop</li> <li>• Adobe InDesign</li> <li>• Acrobat Reader</li> <li>• Canva</li> <li>• Freepik</li> </ul>	
Wednesday Jan 14	<b>Read Lesson 1 – Webpage</b> Principles and elements of Visual Communication.	Read the document from the webpage.	
Monday Jan 19 On-line	<b>Lesson 1 – Hands on.</b>  <b>Strategic Visual Diagnosis &amp; Redesign</b> Duration: <ul style="list-style-type: none"> <li>• 30 minutes – individual work</li> <li>• 5 minutes – individual presentation</li> <li>• We start today</li> </ul>	<b>Objective:</b> 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>	<b>Modality:</b> <ul style="list-style-type: none"> <li>• Individual</li> <li>• Free use of tools (Adobe, Canva, PowerPoint, Google Slides, paper + photo, AI tools, etc.)</li> </ul>
Wednesday Jan 21	If you didn't present your proposal last session, use today to improve it.		

Monday Jan 26 On-line	<b>Presentation by Students</b>		
Wednesday Jan 28	<b>Read Lesson 2 – Webpage</b> Process in Visual Communication.	Read the document from the webpage.	
Monday Feb 2	<b>Holiday</b>	<b>Holiday</b>	<b>Holiday</b>
Wednesday Feb 4	<b>Suggestion:</b> 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	<b>Lesson Professor.</b>  <i>You have an assignment for today.</i>		<b>Assignment 1.</b> Follow the instructions of the file placed on website. <b>Due day/hour:</b> Today, 11:00 am. Submit it by email. Avoid uploading it after the class begins. No late assignments are accepted.
Wednesday Feb 11	<b>Read Lesson 3 – Webpage</b> Ways of seeing.	Read the document from the webpage.	
Monday Feb 16 On-line	<b>Lesson 3 – Hands on.</b> Activity by teams of 3.	<i>We start today with the presentations. Students will be selected at random.</i>	
Wednesday Feb 18 On-line	<b>Lesson 3 – Hands on.</b> 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 <b>On-line</b>	<b>Lesson Profesor</b> Color A.  <i>You have an assignment for today.</i>		<b>Assignment 2.</b> Follow the instructions of the file placed on website. <b>Due day/hour: Today, 11:00 am.</b> Submit it by email. Avoid uploading it after the class begins. No late assignments are accepted.
Wednesday Mar 4	<b>Lesson 4 – Webpage.</b> Rules of color 1	Read the document from the webpage.	
Monday Mar 9 <b>On-line</b>	<b>Lesson Professor</b> Color B		
Wednesday Mar 11	<b>Lesson 4 – Webpage.</b> Rules of color part 2	Read the document from the webpage.	
Monday Mar 16	<b>Holiday</b>	<b>Holiday</b>	<b>Holiday</b>
Wednesday Mar 18	<b>Lesson 5 – Webpage</b> Typography	Read the document from the webpage.	
Monday Mar 23 <b>Online</b>	<b>Lesson Professor</b> Color C		

Wednesday Mar 25	Use your time wisely and complete your assignment 3.		
Mar 30	Holiday	Holiday	Holiday
	Holiday	Holiday	Holiday
April 1			
Monday April 6 On-line	<b>Lesson 4 – Hands on.</b> 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>	<b>Assignment 3.</b> Follow the instructions of the file placed on website. <b>Due day/hour: Today, 11:00 am.</b> 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	<b>Lesson 4 – Hands on.</b> Students' presentations about color.	<i>We start today with the presentations.</i> <i>Students will be selected at random.</i>	
Wednesday April 15	<b>Lesson 6 – Webpage</b> Gestalt Laws	Read the document from the webpage.	
Monday April 20 Online	<b>Lesson 6 – Hands on.</b> 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	<b>Lesson 7 – Webpage.</b> Tips for creating.	Read the document from the webpage.	
Monday April 27 <b>Online</b>	<b>Lesson Professor</b> Storytelling.		
Wednesday April 29 <b>Online</b>	<b>Closure.</b> Evaluation & Feedback.  <i>You have an assignment for today.</i>	Final Project Delivery.	<b>Assignment 4.</b> Follow the instructions of the file placed on website. <b>Due day/hour: Today, 11:00 am.</b> 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.*