The importance of visual doing

Let's do visual – Strategic Visual Communication Syllabus

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01

Introduction

A brief description of the relevance of visual communication and course description.

03

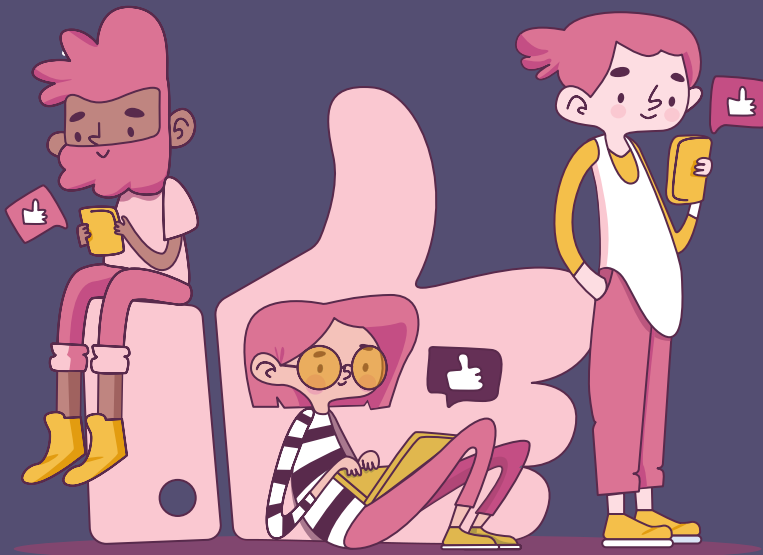# How we do it

Learning outcomes

02

Required Material

Besides the computer and/or Tablet, what software is going to be used.

04

Grading & Course policies

> Introduction

01

It is incredibly inspiring to see how the visual thinking community is spreading around the world. This course guides you step by step down the path to transforming Visual Thinking into DOING!

Visual thinking and doing strengthens communication on so many levels. Your story will resonate more deeply with audiences. It enables co-creation and increases energy in meetings.

But most of all it's a lot more fun. Communication with visuals helps you explain yourself and to clearly convey messages.
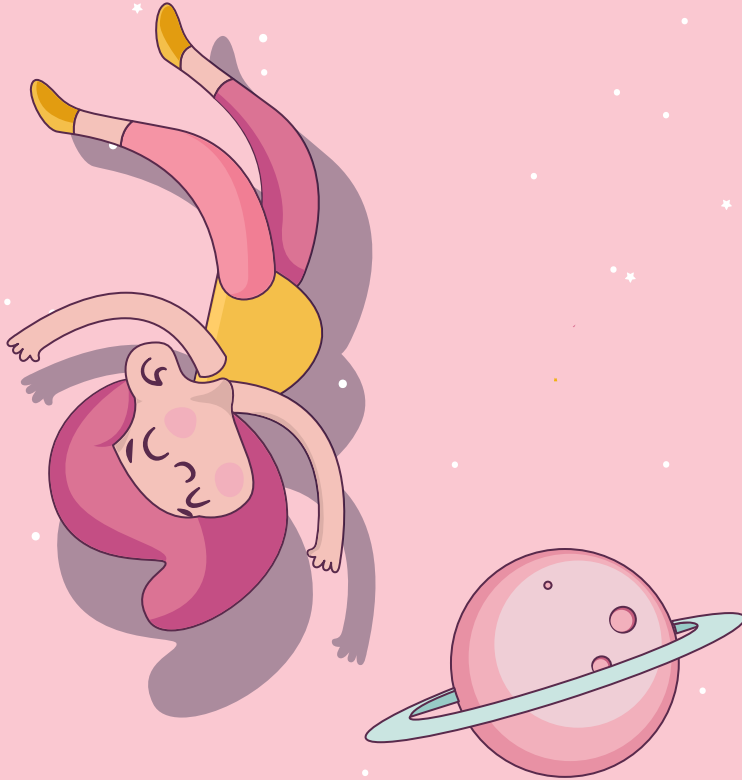
> Course description

This course is an advanced course focusing on the theoretical, contextual, and practical natures of persuasive images in the context of **strategic communication in desktop publishing.**

The course is a practical guide that will empower you to start DOING more and improve your visual communication in different media.

You will use software to improve your communication skills but it will be your responsibility to enrich your knowledge and practice on the use of each software. You will have the basics to start your personal journey.

It is not intended to learn the software completely. **It is a plus given** by your teacher (review the oficial course at ASU to confirm it) as she considers it's essential nowadays in your professional field.

> Required Material

You can use Adobe Software (you have access to creative cloud since the beginning of the semester in case you want to install it in your computer. You can use the mac lab too). The software will be:

- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat Reader
- Canva
- AI
- Other freebies

You need to have at least 16 GB of RAM and 50 GB free space on your hard disk for good performance.

02

How do we do it?

03

The Strategic Visual Communication program has identified six student learning outcomes. STCM 3553 supports the outcomes:

1. Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.

2. Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.

3. Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences.

4. Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.

5. Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.

6. Students will support principles of free expression and the historical context of free expression within a diverse and global society.

> Course level Student Learning outcomes
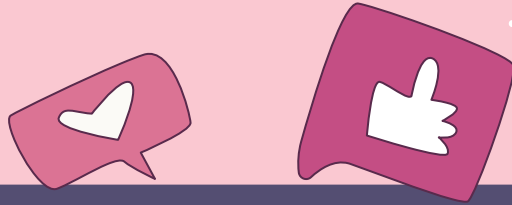
Students who successfully complete SCTM 3553 will...

- *Apply basic principles guiding the development of persuasive visual messages for diverse and global target audiences.*

- *Critically evaluate their work and the work of others.*

- *Design presentations to effectively communicate creative ideas.*

This course is designed to help you learn principles and practices in creating and critiquing visual strategic messages across various media platforms, using design software as tools.

YOUR MIND will be responsible of creating new proposals.

> Grading &
Course policies

Grades will be derived using a total points system from classroom assignments and projects. Letter grade assignment will be determined by the following scale:
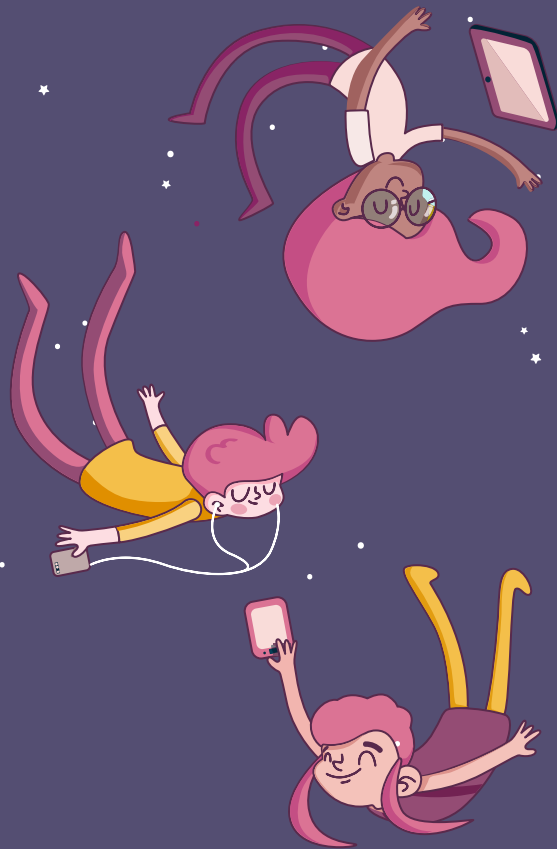
A = 90-100%
B = 80- 89%
C = 70- 79%
D = 60- 69%
F = 50- 59%

All projects will be averaged for the final grade. Read each instruction and select the road that fits your individual skills.

04

> Course Policies

Use common courtesy. Disruptive behavior on emails or digital communication may result in a student being asked to drop the course.

Completed assignments are accepted on or before the due date unless prior arrangements are made. Academic dishonesty will not be tolerated. No final project, an F will be published as final grade.

All the projects will be submitted by email in the specific format detailed on instructions. Please read them before starting any project to avoid misunderstanding.

Remember to look up for more tutorials and exercises of the software as you will have the basics on this course. It is your opportunity to create a profesional portfolio and you need to improve your skills. No one else can do it for you.
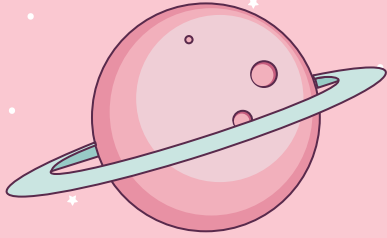
Behavior

Assignments

Style requirements

Research and commitment with and for yourself

An **image** is worth a thousand words– and you will **demonstrate it.**

> Academic misconduct policy

Arkansas State University and University College enthusiastically promotes academic integrity and professional ethics among all members of the A-State academic community. Violations of this policy are considered as serious misconduct and may result in severe penalties.

Plagiarism is the act of taking and/or using the ideas, work, and/or writings/ images/ideas/photography/illustration of another person as one's own. To avoid plagiarism, give written credit and acknowledgment to the source of thoughts, ideas, and/or words, images, animation, whether you have used direct quotation or just a reference to a general visual idea.

1. **Discipline**: Faculty members may respond to cases of plagiarism in any of the following ways:

    - Give a failing grade on the paper or other item—"F" if a letter grade is used or zero if a numerical grade is used.
    - Give the student who plagiarized a failing grade in the course.
    - Recommend sanctions, including disciplinary expulsion from the university.

> Plagiarism

Cheating is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner.

1. Using, buying, selling, stealing, transporting, or soliciting, in part or in whole the contents of a project or other assignment not authorized by the professor of the class.
2. Using for credit in one class a project, or class assignment made for credit in another class without the knowledge and permission of the professor of the class.
3. Exchanging places with another person for the purpose for completing other assignments.
4. Discipline: Faculty members may respond to cases of cheating in any of the following ways mentioned on the previous page.
5. Copying an animation/illustration/image composition of another project/author and adapt it to the assignment/project/final project.

> Cheating

> Course communication

Course communication will rely on e-mails. Students should use their ASTATE provided email to contact the teacher and generally can expect a response in 24-48 hours.

Students are expected to check learning units promptly each week as well as checking email regularly and should not wait the day an assignment is due to email for clarification.

> 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.

Students must deliver final project to get a grade. In case he/she/they doesn't submit it, an F will be placed as final grade (no matter if the average of the other projects is C or B).

Students should regularly review the grades and immediately report any entry errors or discrepancies. Final grades are non-negotiable. There is NO extra credit. Requests for extra credit or to raise grades will not be addressed, thank you.

There is no make up work.

Students must complete and submit all exercises /assignments on the date and time they are due. It is your responsibility to be aware of due dates and to ensure you meet them. Exercises or assignments will not be accepted late.

You must complete all portions of an exercise to receive full credit for it. Most of exercises will be submitted electronically through email or other media indicated by professor.

It is imperative that you follow instructions closely when submitting documents. Clear submission instructions are given since the very beginning of the course.

You **will receive your grade with comments in about 3 working days**. In case you do not receive any response or email, you should write an email to your teacher as she may not have received the project, BUT you must prove that you sent it. Screenshots and explanation are needed, ok?

> Make up

work