

COURSE OUTLINE

Course Name:	Visual Communications	Course Number:	ARTS-0014
Academic Term:	Fall Term 1A	Year:	2017-18
Instructor:	Malena Gonzalez		
Email:	gonzalezm@assiniboine.net	Office:	VC 612
Office Hours:	10:30 AM - 11:30 AM		
Program:	Interactive Media Arts	Course Credits:	6
Prerequisite:	None		
Co-requisite:	None		
Learning Materials:	Sketchpad, pencils, Internet Resources, Adobe Creative Cloud.		

Calendar Course Description:

This course prepares students for the challenges of imagining, visualizing, designing, and composing for interactive media. The focus is on useful, time-tested visual communication techniques. Students represent ideas as design elements for creative planning and successful execution. They create storyboards that clearly communicate subject's distance, direction, speed and other qualities of motion. Students use visual metaphor, parallels and common associations to communicate persuasive, informative and entertaining messages. They use good composition, appropriate colour schemes and balanced typography to get and hold attention. Students exhibit recognition of key creators, styles and quality concepts from the history of art, design and film. They demonstrate awareness of current trends in art, design and film.

Rationale:

The Design Industry requires a solid foundation in the way we can communicate a message. The importance of delivering a message that is capable to hold the audience attention in a world that is constantly changing the way we communicate is crucial for student success.

This course will encourage the learner to think creatively to find solutions to business problems while applying best practices to visually organize content, present information, and hold the audience's attention. Students will have an understanding of how communications has changed over time, which will help them to analyze the information and create a message that fits within the requirements for the client or project in hand.

Visual Communications will help Interactive Media Arts students to help communicate creative ideas and an oral or visual way for their school experience or future employment opportunities in the industry. The knowledge will be acquire by completing assigned research work, co-operative interaction and professional communication with peers and instructors on a daily basis.

Learning Outcomes and Elements of Performance:

Upon successful completion of this course the learner will be able to:

1. The learner should be able to critique art, advertising and film based on elements and principles of design:
 - 1.1. Describe elements and principles of design in different visual formats.
 - 1.2. Interpret the elements and principles of design utilized in different visual formats.
 - 1.3. Justify the use of elements and principles of design utilized in different visual formats.
 - 1.4. Apply elements and principles of design for visual communications.
2. The learner should be able to critique art, advertising and film based on elements and principles of design:
 - 2.1. Identify design styles historically.
 - 2.2. Analyze the use of techniques in different historical art styles based on environmental, social or political influences at the time.
 - 2.3. Justify message communicated at the time of the art style based on the combination of elements and principles of design.
3. The learner should be able to combine typography and layout standards in order to communicate a message:
 - 3.1. Identify typography rules and layout standards.
 - 3.2. Arrange typography and layout standards in the creation of visual solutions.
 - 3.3. Practice typography and layout standards in our personal communication.
4. The learner should be able to evaluate websites, motion graphics, art pieces or video clips based on design elements and set criteria:
 - 4.1. Determine good application of elements and principles of design in our contemporary culture.
 - 4.2. Analyze the reasons why the application of the elements and principles of design were applied.
 - 4.3. Describe websites, art pieces, video clips, and motion videos according to set criteria.
 - 4.4. Interpret websites, art pieces, video clips, and motion videos according to set criteria.
5. The learner should be able to combine best practices to visually organize content, present information to hold the audience attention:
 - 5.1. Illustrate creative process in sketch form or thumbnails, which will help visualize the different ideas generated.
 - 5.2. Demonstrate clear visual hierarchies.
 - 5.3. Demonstrate principles of attention getting and holding.
 - 5.4. Summarize audience feedback to help in the development of visual skills.
6. The learner should be able to design visually creative solutions to help solve business problems:
 - 6.1. Identify client or business pain by asking the why, where, when, who, what and how (5 W's).
 - 6.2. Analyze the problem ahead (client needs) to help brainstorm ideas for different solutions.
 - 6.3. Use best design practices to generate a creative visual solution.

6.4. Integrate problem-solving techniques to develop projects.

7. The learner should be able to demonstrate professionalism in the course:

7.1. Demonstrate respectful interactions for collaboration with classmates and instructor.

7.2. Demonstrate professionalism conduct through organization, punctuality and contribution to class.

7.3. Demonstrate communications skills by effectively sharing ideas and project process with classmates and instructor.

Delivery and Instructional Methods:

Face-to-Face Delivery Blended Delivery Online Delivery

Instructional Methods	Course Hours
Problem-Based Learning	15
Lecture	20
Group Work	15
Online Learning Activities	10
Other	

Assessment and Evaluation:

Assessment	Weight	Due Date: (MMM-DD-YY)
Assignment 1 - Elements & Principles	15%	2017-09-28 (INT) 2017-09-29 (MED)
Assignment 2 - Art Styles	5% 5% 5% Total: 15%	2017-10-02 (Quiz 1) 2017-10-16 (Quiz 2) 2017-10-26 (INT) 2017-10-27 (MED)
Assignment 3 - Typography & Layout	15%	2017-11-09 (INT) 2017-10-10 (MED)
Assignment 4 - Commercialization	15%	2017-11-30 (INT) 2017-12-01 (MED)
Final Project	20%	2017-12-18
Professionalism	10%	Everyday
Learning Activities	10%	Throughout the Course
Total	100%	

Supplemental Privileges:

Assignments submitted after the deadline will be subject to a penalty assigned by the Instructor.

Evaluation Scale:

A+	90 - 100	B+	76 - 79	C+	66 - 69	D	50 - 59
A	80 - 89	B	70 - 75	C	60 - 65	F	0 - 49

Passing mark if different from Evaluation Scale: 60 (C)

Procedures and penalties for unexplained absences, tardiness, late assignments and missed deadlines:

Student will need to communicate to Instructor of any missed deadlines, or if extensions may be required.

All attendance is critical to the learning progress of students in this course, each unexcused absence will result in a 2% reduction from the final course mark. 5 days absence from all courses with no contact made with the school office will result in a withdrawal from the program.

You will need to notify Shannon Daciuk – Administrative Assistant for the School of Trades & Technology at daciuks@assiniboine.net explaining the reason why you will not be attending school. The notification must be prior the start of the day which the student will be missing.

Essential and Employability Skills:

Check the box for essential and employability skills emphasized in this course.

Communication	Critical & Creative Thinking	Self-Management & Organization	Working with Others	Use of Technology
<input checked="" type="checkbox"/> Speaking	<input checked="" type="checkbox"/> Critical Thinking	<input checked="" type="checkbox"/> Organizational and time management skills	<input checked="" type="checkbox"/> Recognition of and respect for diversity and individual differences	<input checked="" type="checkbox"/> Use information and Communication Technology (ICT) to perform required tasks
<input checked="" type="checkbox"/> Listening	<input checked="" type="checkbox"/> Creative thinking	<input checked="" type="checkbox"/> Initiative and risk taking abilities	<input checked="" type="checkbox"/> Respectful interactions	<input checked="" type="checkbox"/> Manage digital information
<input checked="" type="checkbox"/> Reading	<input checked="" type="checkbox"/> Problem Solving	<input checked="" type="checkbox"/> Flexibility and adaptability	<input checked="" type="checkbox"/> Interpersonal communication skills	<input checked="" type="checkbox"/> Use digital tools to reflect and record learning
<input type="checkbox"/> Writing	<input checked="" type="checkbox"/> Research Skills	<input type="checkbox"/> Personal & social responsibility	<input checked="" type="checkbox"/> Intercultural communication skills	<input checked="" type="checkbox"/> Communicate effectively online
<input checked="" type="checkbox"/> Presenting		<input checked="" type="checkbox"/> Planning Skills	<input type="checkbox"/> Collaboration and co-operation	<input type="checkbox"/> Engage in relevant online communities
<input type="checkbox"/> Numeracy		<input type="checkbox"/> Safe work practices	<input type="checkbox"/> Consensus skills	<input type="checkbox"/> Manage group interactions using multiple technologies
			<input type="checkbox"/> Negotiation	<input type="checkbox"/> Develop fluency in online authoring and publishing
			<input type="checkbox"/> Conflict resolution	

Detailed Topical Outline:

Module 1

Week 1 - 2: Course outline Review, Professionalism understanding, review, expectations, Elements & principles of design, colour theory (Learning outcome 1) and problem solving techniques.

Assignment 1

Module 2

Week 3 - 6: Visual communication throughout time, art styles research, identification and justification of the message made through time. (Learning outcome 2)

Assignment 2

Module 3

Week 7 - 9: Typography and layout. (Learning outcome 3).

Assignment 3

Module 4

Week 10 - 12: Commercialization, motion graphics, art pieces evaluation. (Learning outcome 4).

Assignment 4

Module 5

Week 13 - 16: Final Project (Learning outcome 5 & 6).

Prepared by:

Malena Gonzalez

June 20, 2017

Date:

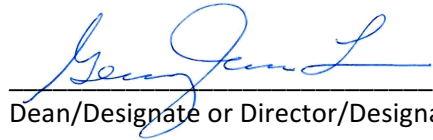
Approval:



Recommended for approval by: Program Chair or Designate

08-28-17

Date:



Dean/Designate or Director/Designate

08-28-17

Date:

RELEVANT POLICIES

- [A01 Academic and Disciplinary Appeals](#)
The academic and disciplinary appeals policy exists to quickly and fairly respond to issues arising from academic and disciplinary decisions and rulings.
- [A02 Student Conduct, Behaviour and Discipline](#)
To outline a policy that describes conduct or behaviour expected of students at Assiniboine Community College and the disciplinary action that may be taken in the event of misconduct.
- [A03 Academic Accommodations](#)
The purpose of this policy is to facilitate fair and equal access to courses, programs, facilities, and services for students with specific documented disabilities and for other groups as identified within the Human Rights Code, and to clarify the rights and responsibilities of students and staff in accessing and delivering service.
- [A08-1 Academic Responsibilities](#)
The purpose of this policy is to establish academic roles and responsibilities for student success. ACC is committed to helping students achieve their educational goals and experience success through providing a learning-centred environment, in which learning is a co-operative venture between students and the institution.
- [A08-2 Academic Standards](#)
The purpose of this policy is to establish the basis for establishing academic standards at the College, ensuring consistency and transparency. The college relies on two major tools to maintain and communicate academic standards: (a) the Academic Calendar, and (b) College course outlines.
- [A08-3 Evaluation](#)
The purpose of this policy is to establish the college's expectations regarding the student evaluation and assessment process, and a common understanding for all parties of the rules that guide the assessment, evaluation and examination process. The college aims to safeguard the integrity of the assessment, test-taking and evaluation process, and to ensure fair and equitable treatment of students.
- [A08-4 Grading](#)
The purpose of the grading policy is to ensure that grading practices are consistent and reflect appropriate academic standards throughout the college.
- [A08-5 Academic Standing and Progression](#)
The purpose of this policy is to establish the college's standards for academic performance and outline the college's support for under-performing students.

- [A08-6 Graduation](#)
ACC shall confer approved credentials to qualifying students at convocation ceremonies following successful completion all institutional and program requirements.

- [A20 Registration, Adding and Dropping Courses](#)
To outline the procedures for registration and collection of fees, and the procedures, and financial and academic consequences of, adding and dropping courses.

- [A25 Student Honesty and Integrity](#)
To describe and promote Assiniboine Community College student behaviour that reflects a culture of academic integrity and honesty upon which a reputation of excellence and student achievement is formed.

- [G49 Acceptable Use of Computer Resources](#)
Use of computing resources is an important part of working and learning at ACC. IT resources allow individuals to access current information and communicate with others from around the world. It is important, however, that the IT resources are used ethically and lawfully. All resources are intended for shared use within the college and are to be used in a reasonable and responsible manner. All college supplied internet activity can be logged, and can be traced back to a specific user-id. If anyone becomes aware of the misuse of IT resources, they should contact their immediate supervisor, dean or faculty to inform them of the breach of college policy.

- [G56 Use of Recording Devices](#)
Communication and recording technologies have become ubiquitous and pervasive. How our college is perceived both on and off campus is important to maintaining good relationships within the college, the local community, and the world at large. The purpose of this document is to outline expectations of staff, students, invited guests, visitors and others using recording devices within Assiniboine Community College (ACC) buildings and grounds and/or at ACC sanctioned events.

- [M10 Respectful College](#)
At Assiniboine Community College, we are committed to providing a safe and respectful environment for all staff and students on campus or in any situation related to employment/learning with the college. All members of the ACC community, and particularly those in positions of leadership and authority, share the responsibility of maintaining a climate of respectful behavior and addressing any situations where respect is lacking.

All Academic Policies can be accessed on the Assiniboine Community College website:
<http://assiniboine.net/students/academic-policies>