

**University of Wisconsin at Oshkosh: Department of Journalism
Visual Media Design**

Spring Term 2008
Monday and Wednesday 8:00 - 10:10, RM C128
Professor: Elizabeth Crisp Crawford, Ph.D.
Office hours: Tuesday and Thursday 11:30-1:30, and by appointment
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Course Description

Focus of the Course:

The purpose of this class is to teach students key concepts related to visual literacy as well as the basic principles of print layout and graphic design. Both current and historical design concepts will be explored. Course concepts will be applied to journalism, public relations, and advertising.

Required Texts:

Landa, Robin. *Graphic Design Solutions* (second edition) Stamford, CT: Thompson Learning, 2001.

Wilde, Judith & Wilde, Richard. *Visual Literacy: A Conceptual Approach to Graphic Problem Solving*. New York, NY: Watson-Guption Publications, 2000.

Required Materials:

9 x 12 Graphics Marker Pad	1 Black Fine Line or Razor Point Pilot Marker
12 count or better box of colored pencils	12" ruler
Small but good pencil sharpener	3 two pocketed folders
1 USB drive with <u>at least</u> 500 MB storage	

Course Objectives:

The following are learning outcomes for this course:

1. Students will be introduced to the basic concepts of visual literacy.
2. Students will learn how to evaluate design.
3. Students will learn a general history of layout and design.
4. Students will learn about current trends in visual design.
5. Students will be exposed to the stages of design, copy, and layout.
6. Students will learn about copy, type and layout styles.
7. Students will learn to write strategy statements and creative briefs.

Exams, Projects, & Assignments:

Students will complete a variety of assignments to show their competencies. Students will complete small “weekly” assignments during the instructional periods and “graded assignments” that will be completed inside and outside of class. In addition to the various assignments, students will be given an exam and a final project.

Assignments	30%
Comprehensive Exam	20%
Research Paper	20%
Final project	30%
Total	100%

Grading:

Students must turn in every step in the design and creative process in order to receive credit for an assignment. This means students must submit thumbnails, roughs, and comprehensives (super comps). The grading scale is as follows:

Grading Scale

A 92-100	C 75-80.9
A/B 89-91.9	C/D 70-74.9
B 84-88.9	D 69.9 - 63
B/C 81-83.9	F 62.9 and below

Deadlines:

Extensions and make-ups are only given at the discretion of the professor with appropriate documentation. If no official or verifiable documentation is provided, the assignment will be penalized 25% for every day that it is late. The first 25% is deducted after the class period when the assignment was due. Remember, I will usually accept assignments early if you know you will not be able to attend a class meeting. If you miss the deadline you still must complete the first portion of the assignment before you continue with the next portions of the assignment. You may not progress without my approval.

Participation and Attendance:

Students are required to attend and be prepared for class. There are assignments due for class and weekly assignments as well as lectures not found in the texts. If you know you will be gone for a scheduled class meeting, please make arrangements to turn in your assignments in advance so that you will not fall behind.

Snow Policy:

If the Oshkosh Public School System cancels school due to weather conditions I too will cancel class. Any assignments due or examinations scheduled during that class period will be rescheduled for the following class meeting.

Visual Media Spring 2008 Tentative Course Assignment and Reading Schedule

Week One:

2/04 (M) Welcome to Visual Media

2/06 (W) Visual History/ Practice Analysis of a Magazine Ad.

Week Two:

2/11 (M) Introduction to Design
Landa Ch. 1 (pp. 1-13)
Black Square Problem pp. 16-27 (Weekly assignment 1)

2/13 (W) The Creative Process
Landa Ch. 2 (pp. 14-36)
Black Square Problem pp. 16-27 (Weekly assignment 1)

Week Three:

2/18 (M) The Creative Brief/ The Copy Sheet
Landa Ch.3 pp. 44-56
Jack and Jill Problem pp. 40-51 (Weekly assignment 2)

2/20 (W) Typography/Designing with Type
Landa Ch.4 pp.58-91
Jack and Jill Problem pp. 40-51 (Weekly assignment 2)
Sample Creative Brief and Template Due (Graded)

Week Four:

2/25 (M) Design History
Landa Ch.5 pp.96-114
Circle, Square, Triangle Problem pp. 52-63 (Weekly assignment 3)

2/27 (W) Layout Design
Circle, Square, Triangle Problem pp. 52-63 (Weekly assignment 3)

Week Five:

3/3 (M) Victorian Design
Landa Ch.6 pp.116-141
Less is More pp. 64-73 (Weekly assignment 4)

3/5 (W) Art Nouveau Design
Less is More pp.67-73 (Weekly assignment 4)

Week Six:

3/10 (M) Avant Garde Design
Landa Ch. 7 pp. 142-169 (Continued on next page)

3/10 (M) Typographic Portraits Problem pp.90-97 (Weekly assignment 5)
Critique Paper Due

3/12 (W) Art Deco Design
Typographic Portraits Problem pp.90-97 (Weekly assignment 5)

Week Seven:

3/17 (M) Constructivism
Landa Ch. 8 pp.170-185
Road Sign Problem pp.98-109 (Weekly assignment 6)

3/19 (W) Surrealism
Road Sign Problem pp.98-109 (Weekly assignment 6)

Spring Break March 23-30. No Classes

Week Eight:

3/31 (M) Modern Photography
Landa Ch. 9 pp. 186-203
Homage to Andre Breton pp. 156-163 (Weekly assignment 7)

4/2 (W) Postmodern Design
Landa Ch. 10 pp. 204-217
Homage to Andre Breton pp.156-163 (Weekly assignment 7)

Week Nine:

4/7 (M) Current Trends in Design
Landa Ch. 11 pp. 218-257

4/9 (W) No Class/Lab Day
Central States Communication Association Convention

Week Ten:

4/14 (M) Comprehensive Exam Review/ Lab Work Time
UWO Thumbs and Copy Sheets Due (Graded)

4/16 (W) Comprehensive Exam/Lab Work Time

Special Note: Until the end of the semester, bring your USB mass storage device, any art that you need, and your computer generated design packets.

Week Eleven:

4/21 (M) Computer Skills Workshop/Work Time
UWO Roughs, Copy Sheets, and Creative Brief (Graded)

4/23 (W) Computer Skills Workshop/Work Time

Week Twelve:

4/28 (M) Work Day
UWO Project Due (Graded)

4/30 (W) Work Day on Resume and Personal Logo/Final Project

Week Thirteen:

5/05 (M)

Work Day on Resume and Personal Logo/Final Project
Resume Project is Due (Graded)

5/07 (W)

Final project lab time

Week Fourteen:

5/12 (M)

Final project lab time

5/14 (W)

Final Project Presentation Day/ Final Project Due

Description of Coursework:

Weekly Assignments:

Throughout the semester students will be required to do assignments in class. Most of these assignments are from the *Visual Literacy* text. These assignments will be given a letter grade but not a numeric score. These assignments may not be turned in late but may be done in advance if needed. I would strongly recommend that you photocopy the assignment sheets from the text so that it is easier to trace the boxes or visual elements needed.

Graded Assignments:

These assignments are more involved than the basic weekly assignments. Most of the time they will be done outside of class. They will be given a letter and a percentage grade. These projects will be given twice the weight of the weekly assignments. However, due to the shortage of computers with InDesign, some class time is given for computer-generated graded assignments.

Paper:

Using the critical visual media evaluation skills learned in class, students will critique the work of an influential creative in their field. Students should focus on a single work. However, students can relate biographical and other information to the selected creative piece. Students should also mention if any design movements influenced the piece. This paper should be at least six pages in length, double-spaced, and use 12 point type. Students can select a creative that is mentioned in the text, lecture, or someone else of their choosing. However, students should discuss their choice with me before they begin. *Paper due March 10, 2008.*

Comprehensive Exam:

The midterm exam will be based on lecture and the textbook. This examination will be the only exam given during the course of the semester.

Final Project:

For the final project, students will design an advertising, public relations, or media campaign. Students can select either a real or fictional client and will create a print campaign based on the same creative strategy and integrated design and branding theme. In addition, students will compose a creative brief that describes the project strategy and objectives. More information will be given on this assignment during the second half of the semester. This project will be compiled on a CD and presented to the class. *The final project is due during the final class meeting, May 14, 2008.*