

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

Spring Term 2009

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-Guptill 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, and 1 USB drive with at least 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.

Grading:

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**
- A/B 89-91.9**
- B 84-88.9**
- B/C 81-83.9**
- C 75-80.9**
- C/D 70-74.9**
- D 69.9 -63**
- 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 UW-Oshkosh cancels class, any work assigned will be due the following class meeting. If you feel that weather conditions make it unsafe for you to travel, please contact me and we will make arrangements for you to make-up work.

Course Schedule:

Visual Media Spring 2008 Tentative Course Assignment and Reading Schedule	
Week One: 2/02 (M)	Welcome to Visual Media
2/04 (W)	Visual History/ Practice Analysis of a Magazine Ad.
Week Two: 2/09 (M)	Introduction to Design Landa Ch. 1 (pp. 1-13) Black Square Problem pp. 16-27 (Weekly assignment 1)
2/11 (W)	The Creative Process Landa Ch. 2 (pp. 14-36) Black Square Problem pp. 16-27 (Weekly assignment 1)
Week Three: 2/16 (M)	The Creative Brief/ The Copy Sheet Landa Ch.3 pp. 44-56 Jack and Jill Problem pp. 40-51 (Weekly assignment 2)
2/18 (W)	Typography/Designing with Type Landa Ch.4 pp.58-91 Jack and Jill Problem pp. 40-51 (Weekly assignment 2) <i>Sample Creative Brief and Template Due (Graded)</i>
Week Four: 2/23 (M)	Design History Landa Ch.5 pp.96-114 Circle, Square, Triangle Problem pp. 52-63 (Weekly assignment 3)
2/25 (W)	Layout Design Circle, Square, Triangle Problem pp. 52-63 (Weekly assignment 3)
Week Five: 3/2 (M)	Victorian Design Landa Ch.6 pp.116-141 Less is More pp. 64-73 (Weekly assignment 4) <i>Resume Project Due</i>
3/4 (W)	Art Nouveau Design Less is More pp.67-73 (Weekly assignment 4) Avant Garde Design
Week Six: 3/9 (M)	Road Sign Problem pp.98-109 (Weekly assignment 6)
3/11 (W)	Typographic Portraits Problem pp.90-97 (Weekly assignment 5)
Week Seven: 3/16 (M)	Art Deco Design Typographic Portraits Problem pp.90-97 (Weekly assignment 5)
3/18 (M)	Constructivism Landa Ch. 8 pp.170-185 Road Sign Problem pp.98-109 (Weekly assignment 6) <i>Critique Paper Due</i>
3/23-3/27	Spring Break – No Classes

Week Eight: 3/30 (M)	Surrealism
4/1 (W)	Modern Photography Landa Ch. 9 pp. 186-203 Homage to Andre Breton pp. 156-163 (Weekly assignment 7) <i>Green UW-Oshkosh Thumbs and Brief are Due</i>
Week Nine: 4/6 (M)	Postmodern Design Landa Ch. 10 pp. 204-217 Homage to Andre Breton pp.156-163 (Weekly assignment 7)
4/8 (W)	Current Trends in Design Landa Ch. 11 pp. 218-257
Week Ten: 4/13 (M)	Comprehensive Exam Review
4/15 (W)	Comprehensive Exam/Lab Time <i>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.</i>
Week Eleven: 4/20 (M)	Photo 1 & 2 <i>Green UW-Oshkosh Project Due</i>
4/22 (W)	Photo 3
Week Twelve: 4/27 (M)	Computer Skills Workshop/Work Time
4/29 (W)	Computer Skills Workshop/Work Time
Week Thirteen: 5/4 (M)	Computer Skills Workshop/Work Time
5/6 (W)	Computer Skills Workshop/Work Time
Week Fourteen: 5/11 (M)	Computer Skills Workshop/Work Time Final Project Presentations
5/13 (W)	Computer Skills Workshop/Work Time 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 Creative Suite, 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 18, 2009.*

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. The campaign should be a blend of traditional and non-traditional media. The goal of this campaign is to educate UWO student's about achieving healthful lifestyle. Students should design items that will encourage students to achieve better health through regular exercise or a better diet. The design should also relate to the aesthetic of a particular designer/artist. 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 13, 2009.*