

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

COMM385

Course Summary

Course : COMM385 **Title :** Visual Communication

Length of Course : 8 **Faculty :**

Prerequisites : COMM356 **Credit Hours :** 3

Description

Course Description:

This course is designed to provide students with the theory and application of how and why visual communication is a critical aspect of digital communication and media design. Students will be introduced to the different ways web, mobile, and social media platforms communicate visually with their audience. The strengths and limitations of visual communication will be taken into consideration when formulating a digital communication and mobile design strategy. Real-world communication miss-steps and blunders will be studied to show how graphic design can confuse and obfuscate communication. Attention will be given to creating an aesthetically appealing experience that communicates an intended message while taking into consideration practical visual and accessibility concerns. By the end of the course, students will have created a visual communication plan that can be included in any digital communication strategy. (Prerequisite: COMM356)

Course Scope:

Objectives

- CO1: Explain the importance of visual communication in the digital environment.
 - CO2: Explain why understanding an audience is important when visually communicating.
 - CO3: Explain why readability, structure, use of color, and design elements are important in visual communication.
 - CO4: Explain why visual communication needs to be aesthetically appealing while also including artistic elements.
 - CO5: Describe what visual problem solving is in the context of visual communication.
 - CO6: Explain how to visually communicate across different web, mobile, and social media platforms.
 - CO7: Analyze and critique visual communication case studies.
 - CO8: Plan and implement a visual communication project with graphic and textual elements.
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Outline

Week 1: Introduction to Visual Communication

Learning Outcomes

- CO1: Explain the importance of visual communication in the digital environment.

Reading & Resources

Week 1 Reading & Resources

Week 1 Learning Material

Assignment(s)

Week 1 Discussion

Week 2: Defining the Audience

Course Objective(s)

- CO2: Explain why understanding an audience is important when visually communicating.

Reading & Resources

Week 2 Reading & Resources

Week 2 Learning Material

Assignment(s)

Week 2 Discussion

Week 3: Structuring Visual Communication

Course Objective(s)

- CO3: Explain why readability, structure, use of color, and design elements are important in visual communication.

Reading & Resources

Week 3 Reading & Resources

Week 3 Learning Material

Assignment(s)

Week 3 Discussion

Week 3 Poor Examples of Visual Communication

Week 4: Artistry in Visual Communication

Course Objective(s)

- CO4: Explain why visual communication needs to be aesthetically appealing while also including artistic elements.

Reading & Resources

Week 4 Reading & Resources

Week 4 Learning Material

Assignment(s)

Week 4 Discussion

Week 5: Visual Problem Solving

Course Objective(s)

- CO5: Describe what visual problem solving is in the context of visual communication.

Reading & Resources

Week 5 Reading & Resources

Week 5 Learning Material

Assignment(s)

Week 5 Discussion

Week 6: Visual Communication Across Platforms

Course Objective(s)

- CO6: Explain how to visually communicate across different web, mobile, and social media platforms.

Reading & Resources

Week 6 Reading & Resources

Week 6 Learning Material

Assignment(s)

Week 6 Infographic Sketch and Source Evaluation

Week 7: Visual Communication Case Studies

Course Objective(s)

- CO7: Analyze and critique visual communication case studies.

Reading & Resources

Week 7 Reading & Resources

Week 7 Learning Material

Assignment(s)

Week 7 Discussion

Week 8: Visual Communication Project

Course Objective(s)

- CO1: Explain the importance of visual communication in the digital environment.
- CO8: Plan and implement a visual communication project with graphic and textual elements.

Reading & Resources

Week 8 Reading & Resources

Week 8 Learning Material

Assignment(s)

Week 8 Discussion

Week 8 Visual Communication Project

Evaluation

Grading:

Name	Grade %
Discussions	50.00 %
Week 1 Discussion	7.14 %
Week 2 Discussion	7.14 %
Week 3 Discussion	7.14 %
Week 4 Discussion	7.14 %
Week 5 Discussion	7.14 %
Week 7 Discussion	7.14 %
Week 8 Discussion	7.14 %
Assignments	50.00 %
Week 3 Poor Examples of Visual Communication	15.00 %
Week 6 Infographic Sketch and Source Evaluation	15.00 %
Week 8 Visual Communication Project	20.00 %

Materials

Book Title: Various resources from Trefry Library and/or the Open Web are used. Links provided inside the classroom.

Author:

Publication Info:

ISBN: D2L Note

Please see the eReserves for the weekly readings.

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the citation and reference style for courses in the Communication program area.
- Please note that no formal citation style is graded in the Discussions--only attribution of sources (please see details regarding Discussion communication below).

Tutoring

[Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Turnitin:

Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty:

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- All assignments in COMMUNICATION courses must be submitted in standard formats such as Microsoft Word, attached in the assignment area unless otherwise specified.
- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details.
- It is your responsibility to ensure the all submitted work can be accessed and opened by the instructor. Assignments should not be sent to the instructor through "Messages" or E-mail but must be submitted through the Assignments area directly.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Discussions:

- All initial discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
- All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
- Discussions are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions. The purpose of the discussions is to actively participate in an on-going discussion about the assigned content.

- “Substantive” means comments that contribute something new and important to the discussion. A message that simply says “I agree” is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
 - As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
 - You must post a response to the weekly discussion topic and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly discussion guidelines for specific expectations on the number of replies and word count requirements.
 - Late posts to a discussion topic will be subject to the School late policy and may not be accepted without instructor approval.
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Communications

Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the [Student Handbook](#), and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- [Tips on Using the Office 365 Email Tool](#)

Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
 - Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).
 - The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
 - Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.
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University Policies

Consult the [Student Handbook](#) for processes and policies at APUS. Notable policies:

- [Drop/Withdrawal Policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Academic Dishonesty / Plagiarism](#)

- [Disability Accommodations](#)
- [Student Deadlines](#)
- [Video Conference Policy](#)

Mission

The [mission of American Public University System](#) is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

Minimum Technology Requirements

- Please consult the catalog for the minimum hardware and software required for [undergraduate](#) and [graduate](#) courses.
- Although students are encouraged to use the [Pulse mobile app](#) with any course, please note that not all course work can be completed via a mobile device.

Disclaimers

- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.