

**INDIANA UNIVERSITY  
SCHOOL OF JOURNALISM  
J210 – Visual Communication**

Summer Term 2007  
Daily – 030 Lindley Hall  
Section 3165: 1:10 – 2:25 pm

Instructor: Jacob Groshek  
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Office Hours: 12:00 – 1:00 pm TR  
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**Text:**

This class is not very heavy on reading but there will be a number of assigned articles, chapters, and handouts designed to give you a theoretical basis to better create your own visual communication. You should also expose yourself to visual communication in all media and genres to become a better, more critical consumer of visual communication. That's right! ... I am encouraging you to read the magazines of your choice, watch all kinds of television, go to the movies, and browse the web.

**Course focus and design:**

J210 will introduce you to the principles of visual literacy and give you hands-on experiences. I will adopt verbal literacy as a metaphor for visual literacy: You will learn to read other people's visual messages and to create your own visual stories.

In J210, the projects require you to operate a digital camera, a video camera and a computer. These technologies may dominate your time and effort, but simply manipulating hardware and software is not the important part of this course. By themselves technical skills will not guarantee you will take good photographs or shoot good video. Try to master the technologies as quickly as possible so you can move on to what is more important—telling interesting visual stories. The major component of J210 is knowledge: The theory, ethics, and process of visual story telling.

The course is structured around a small lecture session that meets daily throughout the summer session. Students are expected to attend and participate in class discussions to deepen their understanding of text materials and learn practical applications.

**Course Objectives:**

1. That you begin to see more acutely.
2. That you learn to tell stories in still photography, video and through graphic design.
3. That you develop visual literacy and critical thinking about the theory, ethics, history, and power of visual communication.
4. That you be stimulated to continue studying and practicing visual communication during your tenure at IU and throughout your life.

## Course requirements:

Your course grade is based on the following:

<u>Course Requirement</u>	<u>Possible Points</u>	<u>Grading Scale</u>	
Two Multiple Choice Exams	90	93-100	A
Still photo (ve/pod)	10	90-92	A-
Still photo (dof)	10	88-89	B+
Still photo (freeze/blur)	10	83-87	B
Video	20	80-82	B-
Typography	20	78-79	C+
Web	20	73-77	C
Homework	10	70-72	C-
<u>Participation</u>	<u>10</u>	68-69	D+
		63-67	D
Total	200	60-62	D-
		00-59	F

I will discuss each of these assignments in detail during the course of the semester. Guidelines for every assignment will be distributed in class.

## Attendance and participation:

Attendance will be taken daily, but primarily as a tool to help put faces to names. Participation constitutes 5 percent of your final grade. There will be no penalty assessed, per se, for failure to attend class. However, those who are not present are unable to participate in class discussions and demonstrations, and penalty will be assessed accordingly. Previous experience teaching this class suggests that attendance is essential to your success in this course. Please keep in mind that if you do miss class, especially labs, it is up to you to become familiar with the concepts or practices taught that day.

Furthermore, failure to provide homework assignment(s) on time will result in receiving NO CREDIT for the assignment(s). No exceptions will be made and make-up homework will not be accepted. To repeat—LATE WORK WILL NOT BE ACCEPTED.

I encourage discussion and interaction in this class during the session. To be clear, though, chatting on cell phones, browsing the web or writing emails, personal conversations during lectures, reading the newspaper during class or any other disruptive behavior will not be tolerated. I view coming late or leaving class early as disruptive behavior. If I find your behavior disruptive to me or to your classmates I will discuss this with you. If this type of disruptive behavior continues I will ask you to leave the classroom.

## Course Policies:

Make-Up Exams: The exam must be taken on the scheduled day at the scheduled time unless negotiated with the instructor prior to the day of the exam. Exceptions will be made only in the case of family hardship or verifiable medical problems, and then only at the instructor's discretion.

## Extra Credit:

A student may earn 5 extra credit points (once only) by participating in a research study in the Telecommunications department or by creating a separate visual communication project to be decided upon by the instructor. Successful completion of either will result in five points being added to the student's lowest earned exam grade at the end of the semester.

## Academic Dishonesty:

In accordance with the high standards of excellence set forth by, and for, all members of the Indiana University community, the School of Journalism finds it imperative that each student understand that the responsibilities associated with high standards of excellence include ensuring that all class work undertaken in this School is performed in an environment that promotes serious scholarship and moral rectitude. Therefore, the School herein delineates a zero-tolerance policy for acts of academic dishonesty. All acts of suspected academic dishonesty will be thoroughly investigated in a manner that is fair, timely, and efficient and done so in a manner that protects the rights of both the faculty member and the student. Any individual that is found to have committed an act of academic dishonesty may receive a penalty, up to and including expulsion from Indiana University.

For further information on the university's policies regarding plagiarism and other academic misconduct, you can consult the Code of Student Rights, Responsibilities and Conduct, which is available online at <http://dsa.indiana.edu/Code/index1.html>.

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## TENTATIVE CLASS SCHEDULE

<u>Week #</u>	<u>Date</u>	<u>Topic</u>	<u>Notes</u>
Week 1	05/08 (T)	Course introduction	“Words are inert”
	05/09 (W)	Psychology of human vision	
	05/10 (R)	Visual grammar I—ve/pod	
	05/11 (F)	Lab 1—basic camera usage and shooting	
Week 2	05/14 (M)	Visual grammar II—color	<b>VE/POD project due, 5pm</b>
	05/15 (T)	Camera controls	
	05/16 (W)	Camera controls continued	
	05/17 (R)	Theory & making meaning	
	05/18 (F)	Lab 2—shutter and aperture controls	

Week 3	05/21 (M)	Stereotyping in media	
	05/22 (T)	Ethics, propaganda and exam prep	<b>DOF project due, 5pm</b>
	05/23 (W)	<b>Exam 1</b>	
	05/24 (R)	Exam review and	
	05/25 (F)	Lab 3—framing and cropping	
Week 4	05/28 (M)	<b>No Class—Memorial Day</b>	
	05/29 (T)	History of photojournalism	<b>Shutter project due, 5pm</b>
	05/30 (W)	Video grammar	
	05/31 (R)	Lab 4—video camera basics	
	06/01 (F)	Catch up lab; TBA	
Week 5	06/04 (M)	Video history and web compression	
	06/05 (T)	Typography introduction	<b>Video project due, 5pm</b>
	06/06 (W)	Print versus web layout	
	06/07 (R)	Lab 5—indesign and layout	
	06/08 (F)	Web design	
Week 6	06/11 (M)	Lab 6—dreamweaver and web design	
	06/12 (T)	Test prep and in-class design work	<b>Layout project due, 5pm</b>
	06/13 (W)	<b>Exam 2</b>	
	06/14 (R)	Exam review, pizza and wrap up	
	06/15 (F)	<i>Optional web design lab</i>	<b>Web project due, 5pm</b>