

# TWC 411/511: Principles of Visual Communication Summer C 2015

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**Office Hours: by appointment**

TWC 411/511 is an introduction to visual communication with an emphasis on relevant genres such as (but not limited to) the product sheet, white paper, and technical demonstration.

This course gives students practice communicating and designing collateral to professional audiences. Students will learn the foundations of audience analysis, as well as the ways to communicate effectively with diverse audiences in different mediums.

Students will produce their own documents related to business materials. Students will choose their own designs to create, either for themselves, a business, an event, or some other significant organization of their choosing. As students practice developing documents, they will also become familiar with the use of Adobe InDesign.

Students will produce a professional email, a business card, a postcard, a brochure, and an infographic. Graduate students are also required to develop a mock-up of either a website or a magazine. Students will work collaboratively throughout the semester through peer review and discussion forums to develop their skills and understandings.

## Required Texts

Hagen, R., & Golombisky, K. (2013). White Space Is Not Your Enemy, 2nd Edition. Burlington: Focal Press ISBN: 9780240824147

**Listed as WSINYE in the Modules and Syllabus.**

Williams, R. (2015). Non-Designer's Design Book, 4th Edition. Peachpit Press. ISBN: 9780133966152

**Listed as NDDB in the Modules and Syllabus.**

Kordes Anton, K. & Cruise, J. (2014). Adobe InDesign CC Classroom in a Book. San Francisco: Adobe Press. ISBN: 0133904393

**Listed as IDCC in the Modules and Syllabus.**

Additional readings will be posted as Readings in each module as needed.

## Assignments

- Assignments must be typed and are due on the assigned date; late papers will be penalized for each late day. For instance, 1 day late, the highest grade you can get is a B, 2 days = C, and so on. Assignments more than 5 days overdue will not be accepted, and will receive a grade of "0" for that assignment.
- Class participation is important. I expect you to participate in discussions and work cooperatively with others.
- I am happy to make appointments and go over drafts. As a matter of fact, I recommend that you contact me to go over your drafts. However, I will not review drafts later than 24 hours before the due date.

## Grades

The breakdown of grades is as follows:

Assignment	Points
E-mail	4

Business Card & Analysis Memo	10
Postcard & Analysis Memo	10
Brochure & Analysis Memo	10
Infographic & Analysis Memo	10
Discussions	25
IDCC Assignments	11
Drafts	20
Total	100

- A: 90-100 points
- B: 80-89 points
- C: 70-79 points
- D: 60-69 points
- F: 59 points and below

**All course assignments, drafts, and discussions must be submitted through Blackboard in their respective areas to receive a grade. No emailed submissions, except for the email assignment, will be accepted.**

## Software

You will need access to InDesign CC for this course. There are student discounts available if you need to purchase it. Please visit <http://www.adobe.com/creativecloud/buy/students.html>

## Blackboard and Email Expectations

In addition to keeping the syllabus and course schedule handy, you are also expected to check Blackboard and university email for announcements and updates. I will post weekly announcements to Blackboard with due dates and updates, which you are expected to review. I will send out course-related emails on occasion. If you do not check your university email regularly, please get into the habit of doing so daily during this semester.

I will leave **feedback** on assignments within the Blackboard system. Please look beyond the score to the comments to see any feedback I may have left.

**Class discussions** take place in the Blackboard discussion forums. All discussions and peer responses are due on the date listed in the schedule by 11:59pm (typically every other Wednesday throughout the semester). You must respond to the appropriate number of peers with detailed responses in order to earn points. Discussions are an integral part of online courses to help me see if you understand the materials, and for you to engage with others to develop your understanding further.

## Professionalism

Technical communications courses prepare students for the professional environments you will be pursuing once you leave college. Treating this course, your peers, and me with respect will aid you in doing so in the future. Think before you send your communications to me or to your peers. The ways you communicate with us in this course make powerful impressions on the ways we interact with you, both positive and negative. As with any professional communication, consider your tone, word choice, and professionalism. Make sure to proofread and edit.

## Accommodation

Arizona State University is committed to providing accommodation for students with disabilities. If you have a disability, please send me the appropriate documentation from the Disability Resource Center (<https://eoss.asu.edu/drc>) so we may make arrangements.

## Title IX

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be

denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <http://sexualviolenceprevention.asu.edu/faqs/students>.

## Academic Integrity

Each student must act with honesty and integrity, and must respect the rights of others in carrying out all academic assignments. For more information:

<https://provost.asu.edu/sites/default/files/AcademicIntegrityPolicyPDF.pdf>

You may use MLA, APA, HRS, or IEEE style guides, although instruction on them will not be provided in class. If you have any questions about how or when to cite sources in your assignments, please contact me or consult the [Writing Center](#).

NOTE: Students found guilty of plagiarism on any assignment may receive an F for the course and face university disciplinary action. Any material suspected of plagiarism will be referred to Vice Provost for Undergraduate Studies office.

## Schedule

The schedule is a living document and may be subject to change due to weather, illness, etc. The most up-to-date schedule will be posted in Blackboard.

**IDCC:** InDesign CC Assignments

Assignments due by 11:55pm date indicated

Module	Assignments Due (11:59pm on date indicated)
<b>Module 1: Introduction to Visual Communication</b>	May 22: Assignment: Email
	May 22: Discussion: What is Design?
	May 22: IDCC: Chapter 2 PDF
<b>Module 2: Rhetoric, Audience Analysis, and Proposals</b>	May 27: Discussion: Audience Analysis
	May 29: IDCC: Chapter 3 files
	May 29: IDCC: Chapter 4 files
	June 3: Discussion: Business Card Rough Draft
	June 5: Assignment: Business Card & Analysis Memo
<b>Module 3: Module 3: Organization, Typography, and Postcards</b>	June 3: Discussion: Hierarchy
	June 5: IDCC: Chapters 5, 6, & 7 files
	June 10: Discussion: Postcard Draft
	June 12: Assignment: Postcard & Analysis Memo
<b>Module 4: Color Graphics, &amp; Brochures</b>	June 15: Discussion: Integrating Color & Images
	June 19: IDCC: Chapters 8, 9 & 10 files
	June 24: Discussion: Brochure Draft
	June 26: Assignment: Brochure & Analysis Memo
	July 1: Discussion:

<b>Module 5: Creating Complex Designs</b>	July 3: IDCC: Chapters 11 & 12 Files
	July 8: Discussion: Infographic Draft
	July 10: Assignment: Infographic & Analysis Memo

**No Final Exam**