

# Technical Communication/Humanities 151 "Visual Communication"

Dr. Julianne Newmark  
Fall 2011

Mondays and Wednesdays: 11:00 a.m. to 12:15 p.m. Classroom: Jones 104  
Office Phone: 835-5901 Email: [jnewmark@nmt.edu](mailto:jnewmark@nmt.edu)  
Office hours: Mondays and Wednesdays from 3:20 to 4:20 p.m. and by appointment in 211 Fitch.

## ABOUT OUR COURSE:

The 2010-11 NMT catalog states that TC 151 is a course in which "students are introduced to the significance of visual symbols in human communication. They learn fundamental graphic and document design principles, develop a vocabulary for analyzing the rhetoric, ethics, and politics of images, and apply this knowledge to the production of effective" graphical and visual pieces of technical communication. Furthermore, The TC Program at NMT states the following as the course objectives for TC 151. Students will:

- Develop a vocabulary for discussing and analyzing the visual aspects of documents
- Recognize the political and rhetorical force implied by the choice of a certain visual presentation
- Identify and analyze the audience(s) targeted by a particular visual presentation
- Create visually effective documents and graphics.

## POLICIES:

### **Required texts (in the order in which you will need them):**

- John Berger, *Ways of Seeing*
- Paul Martin Lester, *Visual Communication: Images with Messages. 4<sup>th</sup> Edition.*

### **Required work and grading scale:**

Your grade will be based on various factors, including attendance, participation, and completion and quality of written work. Again, you will be expected to participate in daily class discussions, online discussions, and occasional group work in class.

Image/Graphic Analysis and Redesign	25
Image/Graphic/Animation Analysis and Creation (presenting data or information)	25
"Scrapbook" with Overview and Analysis	30
Presentation	10
Participation and Attendance	10
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TOTAL COURSE POINTS:	100

### **Grading scale:**

A	93 and above	B+	87-89	C+	77-79
A-	90-92	B	83-86	C	73-76
		B-	80-82	C-	70-72

### **Class Participation:**

You will be evaluated on your ability and willingness to participate in classroom discussions and other activities. Keep this in mind and be sure to be alert in class, prepared for class work, and engaged in our subject matter.

### **Attendance and Tardiness:**

If you miss more than three classes, you will be asked to drop the course or you will receive a failing grade. There are, of course, extraordinary situations in which absences might be excused. A stay in the

hospital, for example, is what I would call “extraordinary.” I do take attendance into consideration in the calculation of your final grade, along with the abovementioned factor of participation. Be sure to attend all class meetings and to be on time. Every three days that you are tardy (more than five minutes) count as one “absent” day. I consider this syllabus, incidentally, as your contract with me, and mine with you. If you choose to continue in this class, after reading this syllabus, I expect that you will abide by the requirements of this course.

### **Late Submission of Assignments:**

All assignments must be turned in at the beginning of our class time on the day the assignment is due. After this time, for each day an assignment is late, I will deduct one letter grade, meaning, if the project begins at an “A,” or 100 points, and is one day late, I will begin grading it from an “A-,” which is 92 points. From the second day to the third day late, the grades goes from a “A-” to a “B+,” which is 89 points, and so on. Each day of the week counts in this calculation. Again, extraordinary circumstances might excuse a late assignment, but these are rare. **I will not accept emailed versions of your work, unless this has been arranged in advance.** I reserve the right not to accept late papers.

### **Courteousness and Cell Phones:**

We will be covering topics in this class about which students have various opinions. So, I will expect you to behave appropriately and be open to different perspectives than your own. Above all, be courteous to your classmates. One sign of courteousness is that you turn off your cell phone before entering class. If there are repeated problems with your cell phone, I will ask you to leave the classroom for the day. You will take an absence that day

### **Equal Access:**

Qualified students with disabilities needing appropriate academic adjustments should contact me as soon as possible to ensure your needs are met in a timely manner. Handouts are available in alternative accessible formats upon request.

### **Plagiarism:**

In our course, I will review the standards of correct citation, academic honesty, and intellectual property. After this information has been presented to you in class, you are responsible for it and cannot claim ignorance as a defense against an accusation of academic dishonesty.

Plagiarism, in very general terms, is the use of someone else’s words or ideas without proper citation. The style guide *Everyday Writer*, which you may have from English 111 or 112, includes information about plagiarism. All other good style guides provide detailed information on avoiding plagiarism. Also, the NMT library offers a handy website addressing many plagiarism issues and provides advice on avoiding plagiarism:

<http://infohost.nmt.edu/~nmtlib/INFO/ORef/plagiarism.html>.

Become familiar also with NMT’s academic honesty policy, as detailed in the Course Catalog on pages 69-76.

### **Assignment Format**

Attached to your image redesign/design projects, you will need to submit your analyses in “memorandum” format. We will discuss this in class. Your “scrapbook” can be compiled either digitally or on paper. For each entry, you will need 150-200 words of analysis, type-written.

## Course Calendar

Week	Day and Date	Reading Due/Class Activity	Assignment Due
1	Wednesday, August 24	Overview; Instructions/principles for website analysis	
2	Monday, August 29	Introduce Scrapbooks John Berger, chapters 1-3	Website analysis
	Wednesday, August 31	John Berger, chapters 4-7	
3	Monday, September 5	No classes	
	Wednesday, September 7	Lester Ch. 5	
	Monday, September 12	Lester, Chs. 1 and 2	
4	Wednesday, September 14	Lester, Ch. 4 Assign "Redesign"	
	Monday, September 19	Walsh, Chapter 3, online (will email)	
5	Wednesday, September 21	Lester, Ch. 6	
6	Monday, September 26	<b>Individual "Redesign" Conferences – Monday and Wednesday</b>	
	Wednesday, September 28		
7	Monday, October 3	Lester, Ch. 7	<b>Redesign due</b>
	Wednesday, October 5	Lester, Section 4 Intro	
8	Monday, October 10		
	Wednesday, October 12	Lester, Chapter 8, first half	<b>Scrapbooks due -- Midterm</b>
9	Monday, October 17	Lester, Chapter 8, second half Walsh, Chapter 4, online (will email)	
	Wednesday, October 19	Lester, Chapter 9	
10	Monday, October 24	Lester, Chapter 10	
	Wednesday, October 26	Walsh, Chapter 5, online (will email)	
11	Monday, October 31	Lester, Chapter 11	
	Wednesday, November 2	Lester, Chapter 12	
12	Monday, November 7	Hypertextuality; Grusin, excerpts from <i>Remediation</i> Walsh, Chapter 6, online (will email both) Assign "Creation"	
	Wednesday, November 9	Color theory: <a href="http://colortheory.liquisoft.com/">http://colortheory.liquisoft.com/</a>	
13	Monday, November 14	Corporate and governmental conveyance of data and information: a case study	
	Wednesday, November 16		
14	Monday, November 21	<b>Individual and Group "Creation" Conferences – all week</b>	
	Wednesday, November 23		
15	Monday, November 28	<b>Group and Individual Presentations -- all week</b>	<b>Creation due</b>
	Wednesday, November 30		
16	Monday, December 5	Scrapbook workshop day	
	Wednesday, December 7	Course evaluations	<b>Scrapbooks due -- Final</b>