PURPOSE
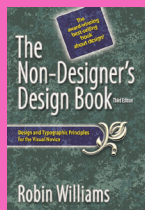
Let's explore the role of communication principles and skills in applied contexts! Teams! Leadership! Presentations! Using new technologies!

TEXTBOOKS

The Non-Designer's Design Book
Design and Typographic Principles for the Visual Novice
Robin Williams

HOW YOU SEE THE PROBLEM IS THE PROBLEM
how to create the visual communication (and the life) you never knew you wanted
A.J. Walsh

GOALS

✳Learn the basics of message design, medium choice/effectiveness
✳Learn group/team skills, selling techniques & learn basics of web design
✳Acquire/apply knowledge, technical skills in applied visual communication design
✳Critically analyze and evaluate visual communication design choices
✳Reflect on experience and articulate strategies for future improvement

FINE PRINT

Academic Integrity: Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct. Violations will be reported to the Office of Student Standards. **Statement Regarding Disabilities**: If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment. **The Student Success Center**: Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center for assistance with time management, text taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302. **Safe Learning Environment**: This class is a safe space for communication, learning, and the sharing of ideas. Each of us will need to be conscious of our role in providing a place where every class member, given all our differences, will feel safe and function as part of our learning community. Inclusive language is important to maintaining a safe class environment—no language will be tolerated that demeans, belittles, or marginalizes someone because of her or his gender, race, ethnicity, class, age, sexual orientation, ability, etc. Such language will not be accepted in your classroom communication, written work, or your oral presentations. If you disrupt the safety of our learning community you will be asked to leave. Show respect for others by listening, taking turns, and not having side-conversations. Disruption of teaching and/or learning is a violation of the Student Code of Conduct.

A.J. Walsh

office hours
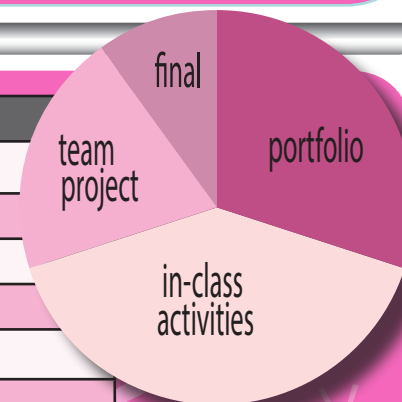COLEMAN 1818
M/W10:30-12:00
R 9-11 & by appt

contact
ajwalsh2@eiu.edu
@guruajwalsh

TENTATIVE SCHEDULE

		LECTURE DAY (Tues)		LAB DAY
WEEK 1	8/23	Course orientation		Introductions/icebreaker
WEEK 2	8/30	Comm Design (**Read Williams**)		Application of concepts
WEEK 3	9/6	Project management/Research		Planning/Brainstorming
WEEK 4	9/13	Problem Solving (**Read Walsh**)		Intro to programs
WEEK 5	9/20	{field trip! come to class!}		Individual projects
WEEK 6	9/26	PPT- Presenting stories		Individual projects
WEEK 7	10/3	Data visualization		Individual projects
WEEK 8	10/10	Mid-term knowledge check		Individual projects
WEEK 9	10/17	Teamwork		Start team project!
WEEK 10	10/24	Identity & Branding		Team workday
WEEK 11	10/31	PPT - Presenting stories		Team workday
WEEK 12	11/7	Web design		Team workday
WEEK 13	11/14	*Top Teams Present*		**~ PORTFOLIO DUE ~**
WEEK 14		🐭 HAPPY THANKSGIVING BREAK! 🥧		
WEEK 15	11/28	Take design to next level	11/30	Practical final practice test
WEEK 16	12/5	Practical Review	12/7	**Practical Final**

final
portfolio
team project
in-class activities

TO DO LIST
- read textbooks
- come to class
- be creative
- make a portfolio