

CMN 2030 1&2
SPRING 2017 3 CREDIT HOURS

applied communication

TUE 9:30-10:45 (CH 1255) Sec 1: TUE 2-3:15 Sec 2: TUE 3:30-4:45 (CH1781)

Study of communication principles and skills in applied contexts. Use and implications of new technologies for communication practitioners are addressed. Skills emphasized include the design, creation, and integration of visual communication in presentations, online/web format and in print, as well as project management.

WEEK 1	1/10	Course Orientation	
WEEK 2	1/16	How Visuals Are Used in Communication	Read Williams CH 1-7
WEEK 3	1/23	Media Choices & Effectiveness in Message Design	Read Walsh CH 1-5 (D2L)
WEEK 4	1/30	Building blocks of Design, Modifications & Layout	Read Williams 8-13
WEEK 5	2/6	(re)Shape an Image to Communicate a Message	Read Walsh CH 6-10 (D2L)
WEEK 6	2/13	(re)Shape a Message for a Particular Audience	Read articles posted on D2L
WEEK 7	2/20	(re)Shape a Presentation	
WEEK 8	2/27	MID TERM EXAM	
WEEK 9	3/6	Create a Pecha Kucha Presentation	
WEEK 10	••••• WHOOHOO! SPRING BREAK! •••••		
WEEK 11	3/20	Create a Personal Logo	
WEEK 12	3/27	Visualized Data	
WEEK 13	4/3	Create an Infographic	
WEEK 14	4/10	Create a Culture Jam	
WEEK 15	4/17	Create a Print Portfolio	PORTFOLIO DUE
WEEK 16	4/24	Course wrap-up	PAPER DUE
FINAL	5/2	FINAL EXAM	



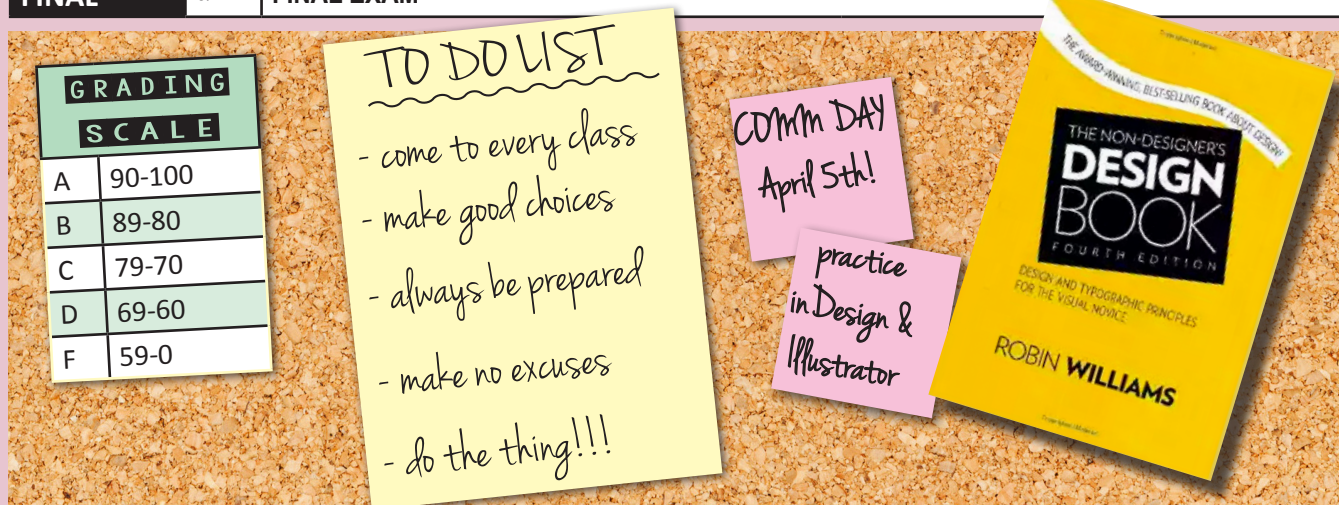
A.J. Walsh

office hours
COLEMAN HALL 1818



MON 10-11
TUE 11-12
WED 9-11
& by appointment

contact me
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COURSE OBJECTIVES

At the end of the semester, students will be able to:

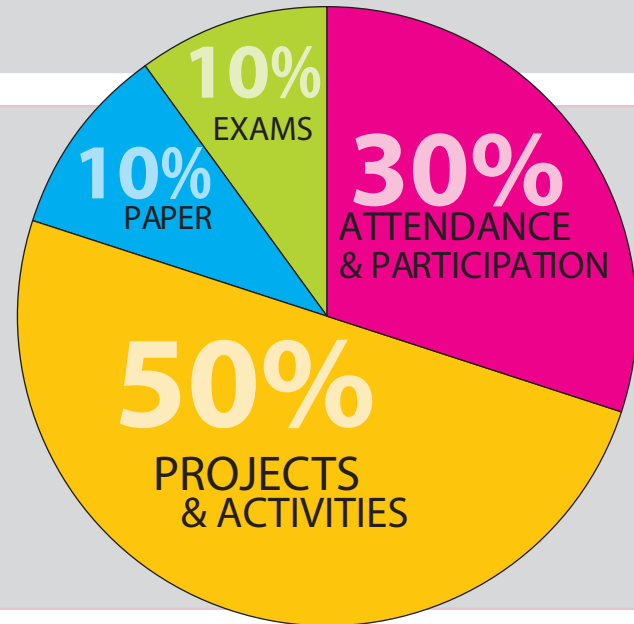
1. Recognize and understand the basics of message design, medium choice and medium effectiveness, and the technologies to achieve communication goals
2. Articulate and apply specialized terminology, knowledge and technical skills relevant to designing and creating professional visual aids and materials for use in presentations, online and print formats
3. Select the appropriate graphs and create infographics that accurately and effectively communicate quantitative data
4. Demonstrate the ability to analyze, problem solve and employ strategies to plan and execute projects in an iterative design process
5. Critically evaluate visual communication messages and the implications of cultural appropriation, "culture jamming," and the ethics of visual representation

100% EXCELLENCE

YOU ARE TRAINING TO BE A COMMUNICATION PROFESSIONAL



DO YOUR JOB -- THE 'WELL' IS IMPLIED



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. Call 217-581-6583 or go to Ninth Street Hall, Room 2006. **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. 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.