

CMN 3030-001

FALL 2017

3 CREDIT HOURS

applied communication

MON/WED 12:30PM - 1:45PM

COLEMAN HALL 1781

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	8/21	Course Orientation	8/23	Discuss assignments
WEEK 2	8/28	PPT/Visuals in Communication	8/30	33 Things DUE B-LIST/PPT & modifications
WEEK 3	9/4	No Class - Labor Day	9/6	Color Theory/Color Wheel
WEEK 4	9/11	Illustrator - Text/Typography/Logo	9/13	Visual Identity/Personal Logo
WEEK 5	9/18	Illustrator - Visualized Data	9/20	Tables/Time Management part 1
WEEK 6	9/25	Illustrator - Visualized Data	9/27	Charts/Time Management part 2
WEEK 7	10/2	Review for Midterm, PPT DUE	10/4	MID TERM EXAM
WEEK 8	10/9	inDesign/organizing the creative process	10/11	Mood Board (images/layers/swatches)
WEEK 9	10/16	inDesign	10/18	Package Deal
WEEK 10	10/23	inDesign	10/25	Flyer Makeover
WEEK 11	10/30	inDesign	11/1	Magazine Cover
WEEK 12	11/6	Culture Jamming	11/8	Portfolio Development
WEEK 13	11/13	Portfolio Development	11/15	Portfolio Development
WEEK 14	THANKSGIVING BREAK			
WEEK 15	11/27	Portfolio Development	11/29	PORTFOLIO DUE
WEEK 16	12/4	Practice Practical Final	12/6	PRACTICAL FINAL
FINAL	12/13	WEDNESDAY, DEC. 13, 12:30-2:30 ~ FINAL EXAM ~ Paper DUE!		



A.J. Walsh

office hours

COLEMAN HALL 1765



M/W 10-11
2-2:50

TUE 10-12

& by appointment

contact me

AJWALSH2@EIU.EDU



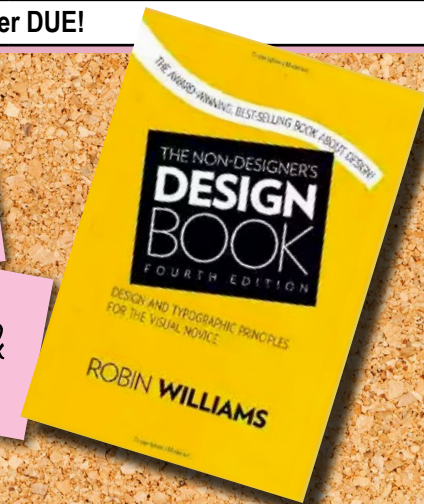
GRADING SCALE	
A	90-100
B	89-80
C	79-70
D	69-60
F	59-0

TO DO LIST

- come to every class
- make good choices
- always be prepared
- make no excuses
- do the thing!!!

Check D2L every week!

practice in Design & Illustrator!



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



Assignments

33 Things (+3 to -9)

PPT (+5 to -15)

Portfolio (+17 to -51)

12 items

Cover/ToC

Creativity

Execution

Organization

Exams/Etc.

Midterm (+2 to -4)

Final x 2 (+2 to -4)

Paper (+1 to -3)

Participation

Attendance (0 to -30)

Phone/distraction
(-1 after a warning)

do the THING

--A.J. Walsh

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.