

CMN 3030-002

Spring 2018 3 CREDIT HOURS

applied communication

TUE/THR 3:30PM - 4:45PM

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	1/9	Course Orientation/Discuss Assignments	1/11	Signs, Semiotics & Visual Communication
WEEK 2	1/16	Aspects of Visual Communication Design (B-LIST)	1/18	Design Principles (CRAP); 33 Things DUE
WEEK 3	1/23	No More Death by PowerPoint! (PPT makeover)	1/25	<i>PowerPoint Makeover</i> ; Submit Original
WEEK 4	1/30	Use of Images (Bring Mood Board Example)	2/1	<i>Personal Mood Board</i> ; PPT DUE
WEEK 5	2/6	Color Theory/Practice (Bring Style Guide Example)	2/8	<i>Color Guide</i> ; Mood Board DUE
WEEK 6	2/13	Branding Yourself (Bring Personal Logo example)	2/15	<i>Personal Logo</i> ; Color Guide DUE
WEEK 7	2/20	Visualized Data (Bring Infographic example)	2/22	<i>Personal Infographic</i> ; Logo Pack DUE
WEEK 8	2/27	Working with Graphs, Charts & Visualized Data	3/1	MIDTERM EXAM
WEEK 9	3/6	Bring Flyer Makeover original	3/8	Flyer Makeover; Infographic DUE
WEEK 10	SPRING BREAK!!!			
WEEK 11	3/20	Business/Organization Branding/Mood Board	3/22	Business Logo Development; Flyer DUE
WEEK 12	3/27	Business Style Guide Development	3/29	Business Infographic Development
WEEK 13	4/3	Business Website Development	4/5	Work Day
WEEK 14	4/10	Work Day	4/12	Portfolio Development
WEEK 15	4/17	Portfolio Development	4/19	PORTFOLIO DUE/Showcase!
WEEK 16	4/24	Practice Practical Final	4/26	PRACTICAL FINAL; Paper DUE
FINALS	5/3	THURSDAY, MAY 3rd, 2:45-4:45 ~ WRITTEN FINAL EXAM		

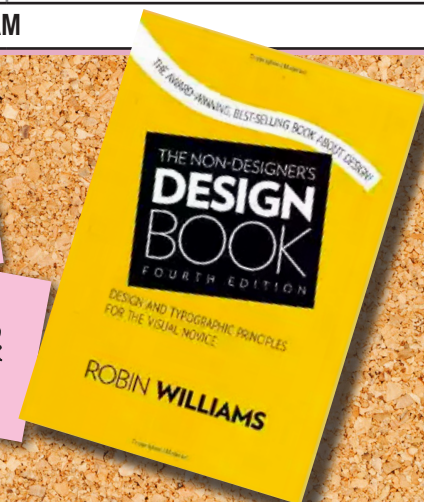
GRADING SCALE	
A	90-100
B	89-80
C	79-70
D	69-60
F	59-0

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!



A.J. Walsh

office hours

COLEMAN HALL 1765



T/R 8:30-9:30
W 12-1; 3-4
& by appointment

contact me

AJWALSH2@EIU.EDU



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

ALWAYS REMEMBER YOU ARE TRAINING TO BE A COMMUNICATION PROFESSIONAL -- ACT AS IF YOU ALREADY ARE!

100% EXCELLENCE

ASSIGNMENTS

33 Things (+1 to -3)

PPT Makeover (+1 to -3)

Mood Board (+1 to -3)

Color Guide (+1 to -3)

Logo Pack (+1 to -3)

Infographic (+1 to -3)

Flyer Makeover (+1 to -3)

Business Website (+1 to -3)

Portfolio (+17 to -51)

Cover

Table of Contents

5 Personal Items (Mood Board, Color Guide, Logo Pack, Infographic, Flyer)

5 Business Items (Mood Board, Style Guide, Logo Pack, Infographic, Wild Card)

EXAMS, ETC

Midterm (+2 to -4)

Practical Final (+2 to -4)

Written Final (+1 to -3)

Paper (+1 to -3)

PARTICIPATION

Attendance (0 to -30)

Phone/distraction

(-1 after a warning)

do the THING

--AJ 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.