1. **Catalog description**
   (a) Journalism 2950
   (b) Introduction to Visual Communication
   (c) 2-2-3
   (d) On demand
   (e) Vis Comm.
   (f) Study of design, communication and visual communication theory, principles, and techniques that are essential to understanding photojournalism and journalistic visual design. Students will test their understanding by applying theory to journalistic photography and design assignments. This course may be taken only by journalism majors and minors. Credit will not be given for both JOU 2950 and INT 1363.
   (g) None

2. **Objectives and Evaluation of the Course**
   (a) Course objectives:
       - To provide an understanding of basic design and compositional approaches to photojournalism and print media
       - To develop a basic understanding of practical digital photojournalism
       - To develop an understanding of layout and design principles as applied to journalism
       - To provide a primer in visual communication
       - To develop an awareness of the impact of the media and their obligations in a diverse, multicultural society and global world.
   (b) NA
   (c) Assessment
       - Exams assessing student knowledge of and ability to apply visual communication theory
       - In-class and out-of-class assignments designed to assess student skills in design and photography. These assignments require students to practice their design and photography skills by completing actual assignments. The assignments will be critiqued by the instructor. Some assignments will require revisions.
   (d) NA
   (e) NA

3. **Outline of the Course (two 100-minute class sessions per week):**
   (a) Course outline
      - Week 1: The human camera: a study of how the unique design of the human eye (hardware) and mind (software) capture and process visual information and the impact that has on what we like to see. Composition, design, and organization of visual information.
      - Week 2: Photographic compositional approaches: Rule of thirds, selective focus, gestaltism, use of symbols and icons as applied to journalistic media. First photojournalism assignment given
      - Week 3: Technical photography, F-stops, shutter speeds, film speed, exposure. Assignment given
      - Weeks 4 & 5: Using Photographic software (such as: Photoshop, Fireworks, After Image) to modify images, in class exercises
      - Week 6: Components of journalistic print design (the elements on a page) and their relationships
      - Week 7: Principles of journalistic print design
      - Week 8: Description and classifications of type
      - Week 9: Uses of type (hierarchy of type; leading, kerning, etc.)
      - Week 10: Using design software (current industry standard).
      - Week 11: Ethical principles and considerations for photojournalists and designers:
      - Weeks 12-15: Lab Assignments: Students will
• present to the class and instructor a project proposal which encompasses photography and design
• take the photographs for the project
• digitally edit and manipulate the photos consistent with journalistic principles discussed in the course
• use the photos and other information gathered to design a double-truck newspaper formatted package consistent with journalistic principles discussed in the course

(b) NA

4. Rationale
(a) As media converge, students increasingly need a broad-based, general understanding of visual communication. This introductory course will provide that solid basis in techniques to communicate visually, applicable to photography and print media, as well as Web design.
(b) Since the course is introductory in nature, the 2000-level designation is appropriate. The course has no prerequisites.
(c) INT 1363: Graphic Communications Technologies
   (1) JOU 2950 covers the rudiments of photography and design as does INT 1363. However, it focuses on the precise and specific application of these and other principles as they apply to the presentation of news and photojournalism in the mass media. This proposal was discussed with Dr. Phil Age and Dr. Mahyar Izadi of the School of Technology. Suggested changes to the proposal were discussed with them and their suggestions were incorporated into the proposal. Journalism agrees to encourage its photojournalism and design students to take advanced courses in industrial technology graphic communication.
   (2) No course will be deleted. This course is designed to give journalism majors and minors a foundation in the skills, approaches and principles necessary to visually report and communicate information in the mass media. The faculty has determined that combining basic photo and design principles into a required lower-division course is the best way to serve the needs of all students and lay the proper foundation for students who pursue advanced classes in these areas.
   (3) JOU 3001 and JOU 3301/3302 will no longer be required of all journalism majors and minors.
(d) JOU 2950 will be required for all journalism majors and minors and will be a prerequisite for JOU 3001, JOU 3301 and JOU 3302.

5. Implementation
(a) Brian Poulter, Mary Wohlrabe
(b) No additional costs: Students will use existing hardware and software provided by the Journalism Department
(c) Text:
(d) Spring 2004

6. Community College Transfer: A community college course may be judged equivalent to this course.

7. Date approved by the department: November 21, 2002

8. Date approved by the CAH Curriculum Committee: December 18, 2002

9. Date approved by CAA: February 27, 2003