

# ADVANCED VISUAL COMMUNICATION

Credit Hours: 3  
Room: Coliseum RM 3008  
Meeting Time: T/Th 2:00 - 3:15  
Professor: Van Kornegay  
Office: Kornegay -4010

## Course description:

This course is designed to advance your visual communication skills using the principles and techniques taught in the foundational graphics courses to produce at least one new, original creative project along with a print and web-based portfolio. There will also be a series of in and out-of-class assignments.

These materials will be submitted to the Visual Communication faculty for a review and their assessment will be figured in to your final portfolio grades.

To take this class you should have at least taken J364 and J464. Without these courses you will probably find it hard to meet the minimum requirements of J564. You are strongly discouraged from taking more than two 500 level visual communications courses in one semester.

## Text and materials

I urge you to purchase a Mac-compatible, external hard drive that connects via firewire and has a capacity of at least 80GB of storage. These can be purchased for less than the cost of a text book and should hold all of your work from this semester.

I will provide much of the text and other learning materials in the form of PDF files placed on the class Blackboard Web site and pointers to web links.

You will also have to purchase some graphic arts material and you will have to spend money on printing your portfolio book, from \$20 - \$50.00 and you should plan on purchasing a domain name and web site hosting account to publish your web site.

## Grading

Your final grade will be determined by your performance on a series of design projects, assignments, your portfolio presentation and by your attendance.

## Grading breakdown

Assignments and attendance	10%
Project 1: Print portfolio	
Comps	10%
Finished book	20%
Project 2: The team assignment	
Comps for web site	15%
Finished site	10%
Teamwork assessment	5%
Project 3: The portfolio web site	
Web site comp	10%
Portfolio web site	20%

## Attendance

You will receive a 10 point deduction for every absence above three from your Project 1 grade.

## Cell phones, laptops and computers

Please keep cell phones and laptops off and off the table when in class.

## Portfolio requirements

Students must produce a portfolio that reflects favorably on the quality and quantity of their work from this and other collegiate courses. Ideally, a portfolio will also include work that has been published in the mass media during internships or work for student media.

Portfolios must demonstrate a student's ability to conceive, design and create materials from several of the following areas:

- Informational graphics
- Publication design: newspapers, magazines, brochures, newsletters, ad design
- Documentary/commercial photography
- Product, service or event advertisements
- Computer and/or mixed media illustration
- Web site design
- Web site execution
- DVD design and execution
- Logo system development
- Animation

## Work plan

The computer-based assignments will require you to have access to a computer and the following programs: Adobe Photoshop, InDesign, Dreamweaver Motion (animation software)

If you don't have access to these programs, you'll need to check the lab schedule and make sure you can get back to the labs to work at least 2-to-3 hours per week. Lab schedules will be posted on the door and on the web site [www.jour.sc.edu](http://www.jour.sc.edu)

## Projects

1. Print portfolio
2. Non profit web site
3. Portfolio web site

## Assignments

1. Resume and portfolio slide show
2. The book publishing plan
3. Web skills test
4. The leave behind
5. Other prescribed assignment

## SCHEDULE OF EVENTS

### Jan 10

Review of the course  
Assignment 1: Resume package  
and Portfolio Inventory slide show

### Jan 12

How to pitch yourself and your  
work

### Jan 17

Assignment 1 due  
Pitch exercise

### Jan 19

Review the pitch process  
Project 1: The print portfolio  
Comps due Feb 7

The print portfolio  
Printing and POD services

Assignment 2: Research produc-  
tion methods, dev. work plan

### Jan 24

Assignment 2 Due and review  
InDesign and Portfolio Design

### Jan 26

InDesign and Portfolio Design  
Style sheets, master pages  
**Work on Portfolio comp**

### Jan 31

InDesign and Portfolio Design  
**Work on Portfolio comp**

### Feb 2

InDesign and Portfolio Design

### Feb 7

Project 1 Book Comps Due  
Project 2 - Non profit web site  
Comps due Feb 16  
Team work expectations  
Web site design

### Feb 9

Research on web site  
Photoshop to web workflow

### Feb 14

Photoshop to web workflow

### Feb 16

Photoshop to web workflow  
Animation  
Web comps and pitch due

### Feb 21

Web site development tools  
Animation  
Squarespace and Dreamweaver

### Feb 23

Web site development tools  
Dreamweaver

### Feb 28

Web site development tools  
Dreamweaver

### March 1

Web site development tools  
Dreamweaver

### March 6-8 Spring Break

### March 13

Assignment 3: web skills test

### March 15

Project 2 workday

### March 20

Project 2 workday

### March 22

Project 2 due and pitch  
Teamwork assessment

### March 27

Assignment 4: The leave behind

### April 3

Assignment 4 due  
Project 4: The web site portfolio  
Web comps due April 10  
Update on print books

### April 5

Web gallery techniques

### April 10

Web site workday  
Web comps due  
Revisit print site - submit to printer

### April 12

Web site workday

### April 17

Web site workday

### April 19

**Last Day of class**

### April 23 - no class

Project 4 due

### April 30 - no class

Project 1: Final print portfolio due

### May 1 - no class

**Faculty review of portfolios**

### May 2 - last class meeting

Exam

**Portfolio Review**