

# Digital Visual Communication

VIS1500.10  
Tuesdays  
2:30-5:20pm

Room  
1018C

Instructor  
Rebecca White

Email  
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Office  
1026B VA Building

Office Hours  
by appointment

Because this is such a diverse group of students, we will discuss, as a group, technical and theoretical content for the course. I will provide an addendum with a schedule next week.

There is not a required text for this course, however, if you are new to the macintosh computer you may want to invest in:

[iLife: The Missing Manual](#)  
by David Pogue

[Mac OS X Tiger: The Missing Manual](#)  
by David Pogue

[Switching to the Mac: The Missing Manual, Tiger Edition](#)  
by David Pogue

\* the [Missing Manual](#) series is also available for specific applications within the iLife suite

This course is an introduction to digital visual communications and basic creative software applications used by professionals outside of the visual arts. The course focuses on building a digital and visual vocabulary and developing skills within the Mac iLife suite and Photoshop. Concepts include basic design principles, resolution, printing, scanning, optical media, and multimedia presentations. Digital literacy is promoted through observation, discussion, workshops, tutorials, exercises, collaborative work, reading, writing, and small projects. Coursework is designed to integrate the student's field of study with digital visual communications.

## Attendance

Attendance is mandatory. Three absences is a failure of the course. Two lates is the equivalent of one absence.

## Expectations

Students are expected to be present and on time. Students should come to class prepared with needed materials and have completed ALL readings, assignments and projects. Students are expected to engage in classroom activities, discussions and critiques. Every student is responsible for material covered in class, whether present or not. I am available for extra help on material that may give you particular trouble. Please get help sooner than later, techniques, topics and workshops build upon one another.

## Deadlines

You are responsible for the material, discussions and assignments of every class, whether you are there or not. Deadlines are firm. Latework will be reduced a full letter grade for every week it is late.

## Grading Policy

All assignments must be completed to receive a passing grade. Late work and attendance will affect your grade. Your final grade is a combination of assignment and project grades, test/quiz grades and class participation and attendance. Engaging with the material and striving to improve will only help your grade.

A = Exceptional Work (On-time assignments, highly engaged with the material in and out of class, challenged oneself, showed improvement)

B = Above Average Work (On-time assignments, worked hard, participated in class, showed improvement)

C = Average/Adequate Work (On-time assignments, met minimum requirements, some class participation)

D/F = Unsatisfactory completion of course. (In-complete assignments, consistently late work, little participation, unacceptable attendance)

If you need help or clarification please seek out help sooner than later. We will continue to build on concepts and ideas introduced early in the semester— just because something may seem insignificant at first does not mean it will not become critical later. Be in control of your education and get the most out of this course that you can by pushing yourself and being proactive if you are struggling.