

COM 322 Communication Graphics

Credit Hours: 3

In-Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite. COM 215

Theory and practice of information design for organizational and mass media; application for print, digital and other communication media

Reasons for Revision:

(Fall 2005) This course (formerly COM 322 Communication Graphics and Desktop Publishing) was last revised in 1997 as part of a departmental program restructuring. This proposal renames the course to reflect contemporary content. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Student Learning Outcomes:	Course Content References:	Assessment:
At the completion of this course, students will be able to: 1. Analyze and apply elements of visual communication to various media audiences special objectives	I, II	1. Exams, papers, applied projects, portfolio
2. Use graphics to solve communication problems and support editorial objectives	III	2. Applied projects
3. Create graphic images for use in print and electronic publications	IV, V, VI,	3. Applied projects
4. Design projects with multi-media objectives for problem solving	III	4. Papers, applied projects
5. Analyze and resolve ethical problems associated with communication graphic	II, VI	5. Exams, papers, applied projects

Course Content:

- I. Visual communication
 - A. Principles
 - B. Theories
 - C. History of the discipline
- II. Analysis of visual communication
 - A. Best practices
 - B. Selection principles
 - C. Editing principles
 - D. Ethical issues
- III. Application of visual communication
 - A. Public relations
 - B. Advertising
 - C. Journalism
 - D. Broadcasting
- IV. Typography and page design
 - A. Letterhead
 - B. Magazine
 - C. Newsletter
 - D. Newspaper
 - E. Brochure, Web
- V. Types of media graphics
 - A. Photos
 - B. Illustrations
 - C. Information graphics
 - D. Logos
- VI. Computer software
 - A. Photo imaging
 - B. Layout and publication
 - C. Digital manipulation

Resources:

Classic Scholarship in the Field

Arnheim, R. (1974). *Art & visual perception: A psychology of the creative eye* (2nd ed.). Berkeley CA: University of California Press.

Current Scholarship in the Field

Carter, R., Day, B., & Meggs, P. (2002). *Typographic design: form & communication* (3rd ed.). Hoboken NJ: Wiley.

Geisecke, F.E., Mitchell, A., Spencer, H.C., Dygdon, J.T., Novak, J.E., Hill, I.A., & Lockhart, S. (2003). *Modern communication graphics* (3rd ed.). Englewood Cliffs NJ: Prentice-Hall.

Harris, R. (2000). *Information graphics: A comprehensive illustrated reference*. London: Oxford University Press.

Hillingoss, S., & Howard, T. (2002). *Visual communication: A writer's guide*. New York: Longman.

Knight, C., & Glaser, J. (2005). *The graphic designer's guide to effective visual communication: Creating hierarchies with type, image and color*. Hove UK: RotoVision.

Krause, J. (2001). *Layout index: Brochure, web design, poster, flyer, advertising, page layout, newsletter, stationery index*. Cincinnati OH: North Light.

Lester, P.M. (2003). *Visual communication: Images with messages* (3rd ed.). Belmont CA: Wadsworth.

Parker, R. (2003). *Looking good in print* (5th ed.). Scottsdale AZ: Paraglyph.

Resnick, E. (2003). *Design for communication: Conceptual graphic design basics*. Hoboken NJ: Wiley.

Ryan, W.E., & Conover, T.E. (2003). *Graphic communications today* (4th ed.). Albany NY: Thomson Delmar.

White, A. (2002). *The elements of graphic design*. New York: Allworth.

White, A.J. (2002). *The elements of graphic design: Space, unity, page architecture and type*. New York: Watson-Guptill.

Zakia, R. (2001). *Perception & imaging* (2nd ed.). Boston: Focal.

Periodicals

Communication Research

Journal of Applied Communication Research

Journal of Popular culture

Journal of Visual Communication and Image Representation

Print magazine

Visual Communication

Wired magazine

Electronic and/or Audiovisual Resources

Advertising and the End of the World – HF5827 .A38 1998

Graphic Design: An Introduction – Z246 .G72 2004

Icons and Symbols: Communication Shorthand – P91 .I33 1997

Icons and Symbols: The Power of Persuasion – P99.4.P78 I26 1997

Moving Pictures as Text – TR M50 .M68 1997

The Language of Photography: Persuasion, Propaganda and Photography – TR145 .L3155 2004

Truth or Fiction: Photography and Ethics – TR183 .T78 2004