**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.

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


Current Scholarship in the Field


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
Icons and Symbols: Communication Shorthand – P91.I33 1997
Moving Pictures as Text – TR M50.M68 1997
Truth or Fiction: Photography and Ethics – TR183.T78 2004