



CAPILANO UNIVERSITY

COURSE OUTLINE			
TERM: Fall 2023		COURSE NO: IDES 320	
INSTRUCTOR:		COURSE TITLE: Visual Communication I	
OFFICE:	LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL: @capilanou.ca			
OFFICE HOURS:			
COURSE WEBSITE:			

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework.

CALENDAR DESCRIPTION

This team-taught, modular course provides students with an introduction to aspects of visual communication, including drawing, photography, and communication design, framed around a current Indigenous theme. Through a study of storytelling, objective observation, image composition, and visual hierarchy, students learn how to articulate ideas, artifacts and knowledge in a visually coherent fashion. The course is designed for students with an interest in, but not necessarily prior immersion in, the visual arts.

REQUIRED TEXTS AND/OR RESOURCES

Details on recommended texts and readings, if any, will be supplied by the instructor. Students need access to a digital SLR camera, a laptop, and the Adobe CC campus license. A sketchbook should be brought to class 1.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Observe the natural world and render it in a variety of mediums;
- Operate a digital camera to capture well-composed and well-lit images;
- Undertake raster-based image editing using industry-standard software;
- Organize information using principles of design and typographic hierarchy;
- Convey thematic storytelling using a variety of media;

- Analyze the efficacy of visual communication examples with respect to different audience types and end-uses; and
- Synthesize learning to produce a final professional presentation.

COURSE CONTENT

Week	Module 1: Observational Drawing	Assignment Due
Week 1	Beginning: Materials, subject matter, observation Storytelling using observational drawing	
Week 2	Constructing: Perspective and proportion	
Week 3	Rendering: Tone and value	
Week 4	Refining: Clarity, complexity, editing	Observational drawing
	Module 2: Documentary Photography	
Week 5	Camera basics and composition Storytelling using photography	
Week 6	Fundamentals and quality of light	
Week 7	Exposure (aperture, shutter speed, ISO)	
Week 8	Digital image editing I; basics	
Week 9	Digital image editing II; advanced and analysis	Digital image
	Module 3: Communication Design	
Week 10	Fundamentals of design; page layout and grids Storytelling: bringing it all together	
Week 11	Manipulating text: typographic hierarchy	
Week 12	Combining text and image I	Single page document
Week 13	Combining text and image II; work on final project	
Week 14	Work on final project	
Week 15	Present final project	Multi-screen presentation

EVALUATION PROFILE

Observational drawing	20%
Photography / digital image	20%
Single page document	20%
Multi-screen presentation	30%
Participation	10%
Total	100%

Participation

Students will be evaluated on the frequency and relevance of their comments, questions, and observations; on their active engagement in in-class assignments; and on their attendance.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Any assignment handed in after the deadline will receive an automatic 10% deduction. For every day past the deadline, an additional 10% will be deducted. After 10 days, the student will receive a mark of zero.

Missed Exams/Quizzes/Tests etc.

Missed exams, quizzes and tests (if any) will be assigned a grade of zero. Make-up exams, quizzes and tests are generally given only in medical emergencies or severe personal crises, at the discretion of the instructor.

Attendance

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without the permission of the course instructor will fail the course. Students must inform the instructor and program assistant by email if a class will be missed.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class time for course-related purposes only.

On-line Communication

Instructors and students should communicate using their official Capilano University addresses.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the CapU Mobile Safety App**Policy Statement (S2009-06)**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

PROGRAM OPERATIONAL DETAILS

Punctuality/Penalties for Lateness

Punctuality is essential. Students more than 15 minutes late for class, or students who leave early without instructor permission, risk being marked absent.

Professional Behaviour

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors. Reliability, a willingness to work cooperatively under sometimes difficult conditions, and a determination to achieve quality work to deadlines are all expected. Students must respect equipment and procedures, and should be receptive to constructive criticism of their work.