FIU School of Journalism & Mass Communication  
VIC 3400 SEC B51 – Visual Design for Media (#81012)  
Syllabus for Fall 2017

Classroom: Hospitality and Management (HM-260)  
Time: T/R, 2:00 p.m. – 3:15 p.m.  
Instructor: Michael Scott Sheerin  
Phone: 305.919.5696  
Email: sheerinm@fiu.edu* (Don’t email for class related communications. Use the “inbox” in canvas to compose a message)  
Office: ACII – 311  
Office Hours:  
Tuesday 1:00 p.m. - 1:45 p.m.  
Wednesday 1:00 p.m. - 1:45 p.m.


Lynda Tutorials (log in with your FIU credentials): http://training.fiu.edu/lynda.html

Course Descriptions & Objectives: This course is designed to introduce the student to visual design as it is used in the print, broadcast and multimedia professions. The ultimate aim of this class is to prepare students to understand what is good design and to have some understanding of how to achieve good design. Also, there may be an independent field trip associated with this class. All information will be disseminated to the students at least two weeks prior to the trip. At the end of the semester, the student should show competence in  
  a. The language of the field  
  b. Understanding the power of symbols and visuals  
  c. Recognizing the difference between good and bad visual composition (layouts)  
  d. Appreciating the importance of color and its meaning  
  e. Understanding the ethics of visual communications  
  f. Understanding the Usability Theory  

*Class Communications: As discussed and reiterated many times in class, all class communication will take place through the Inbox link in Canvas. Emails sent to the professor regarding class most likely will not be answered. You must communicate using Canvas Inbox only.

Assignments & Evaluations: A three projects (totaling 30%) and two tests (30% each) administered during the semester will make up a portion of the grading process. The rest of your grade will come from homework assignments (due the next class after assigned – 10% total).

Tests: (2 - 30%) The tests will cover all lectures, the assigned textbook chapters and any other material or assignments issued by the instructor.
**Group Projects:** (3 – 10%) You will work with the same partners (groups of three) for each of the three projects. You can either choose your partners or I will assign partners. The projects will consist of design work in the three fields – print, broadcast and multimedia. You will design, based on the parameters of the specific medium, a visual communication (subject matter may be assigned).

**Class/HW Assignments:** (10%) You must come to class prepared and be ready to introduce your ideas to the mix. Any homework assignments issued by the professor must be turned in the next class period (or when assigned) in order to receive credit. No late submissions are accepted.

The students will be notified at least two weeks in advance as to when a test or project is due. Here’s the breakdown:

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<tbody>
<tr>
<td>Test 1</td>
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<td>Test 2</td>
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<tr>
<td>Project Print</td>
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<tr>
<td>Proj. Broadcast</td>
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<tr>
<td>Proj. Multimedia</td>
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<tr>
<td>Class Assign.</td>
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<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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FYI – The professor will not discuss grades during the semester via email or the chat room. If a student has a question about a grade, he or she must discuss this in person with the professor, preferably during office hours. Questions concerning final grades may be emailed to the professor in order to set up an appointment to discuss the grade. Also, the use of email does not substitute for a missed class. It is the responsibility of the student to get notes/info from other students. Do not email me asking about missed assignments/classes/notes. A missed class does not denote an extra teaching assignment for me. Please do not ask me to go over a missed class or a missed assignment via email.

Additionally, all grades will be posted via Canvas and a message will be sent out (also via your Canvas account) letting you know that your grade is recorded. If you have any questions about this grade, you must talk to the professor within 7 days of this post/email. Otherwise, the grade will not be changed.

Note: on exam days, if you come to the classroom late, and another student has already finished the exam and left, you will not be able to take the test and will receive a zero.

**Tentative Schedule (please view Course Content link for up-to-date info):**

Week 1 – (8.22) Introduction to the course and the art of “seeing”
    Chapter 01

Week 2 –(8.29) Lecture – Chapter to be supplied
    Homework – Eye cross section drawing (due 9.07)

Week 3 –(9.5) Lecture Chapter 2

Week 4 – (9.12) Lecture Chapter 5, 6 & 7

Week 5 – (9.19) Lecture Chapter 7 Typography
    Assign Typography HW (due 9.21)
    Assign HW – good/bad (due 9.21)
    Assign Print Project (due 10.03)

Week 6 – (9.26) Chapter 8 - Graphic Design
    Image comparison study

Week 7 – (10.3) Lecture – Software (outline provided)
    Assign Multimedia Project (Due 10.24)
    Print Project Due (10.03)
    **Note: No class on 10.05**
Week 8 – (10.10) Review
   Test #1 (10.12)

Week 9 – (10.17) Chapters 14 & 15 (Computers & WWW)
   Exam Review
   Wolfson Field Trip (TBD)

Week 10 – (10.24) Chapters 14 & 15 (Computers & WWW)
   Review Print Projects
   Assign Multimedia Project Due (11.09)

Week 11 – (10.31) Chapter 13 – Broadcast/TV Lecture
   Assign Broadcast Project (Due 11.21)

Week 12 – (11.07) Chapter 9 - Infographics
   Review Multimedia Project

Week 13 – (11.14) Chapter 11 Digital Photography (Also see posted chapter for further readings)

Week 14 – (11.21) Digital Image in the Metaverse (see posted paper)
   No class on 11.23 (Thanksgiving Holiday!)
   Broadcast Project Due (11.21)

Week 15 – (11.28)
   Review Broadcast Project
   Review Material for final

Week 16 - Final Exam (TBA)

Obviously, University policies regarding academic honesty apply in all cases, and it is the responsibility of
the student to familiarize themselves with these policies. Go to
http://www.fiu.edu/~oabp/misconductweb/2codeofacainteg.htm for the complete code. Also, plagiarism
is grounds for dismissal from the class and the university. If I see it elsewhere, you will be reprimanded with
a failing grade. Don’t steal. You are here to learn, not copy others’ works

Misconduct Policy: Florida International University is a community dedicated to generating and imparting
knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and
community service. All students should respect the right of others to have an equitable opportunity to learn
and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a
standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the
educational mission of the University. All students are deemed by the University to understand that if they
are found responsible for academic misconduct, they will be subject to the Academic Misconduct
procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or
assistance from another person with respect to examinations, course assignments, field service reports,
class recitations; or the unauthorized possession of examination papers or course materials, whether
originally authorized or not. Plagiarism – The use and appropriation of another’s work without any
indication of the source and the representation of such work as the student’s own. Any student who fails to
give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

**Note:** It is not the instructor’s policy to grant extensions/make-up exams except in VERY legitimate and provable cases. Any student, who nevertheless wishes to request an extension/make-up exam will have their WRITTEN request (must be submitted within 5 days of due date) evaluated by the instructor, and based on his judgment and experience, may or may not grant an extension/make-up exam. **There will be no Incompletes given.** If you need to, you must drop the course and sign up again during a future semester. The drop date for this course is **October 30, 2017.**

There will be NO extra credit assignments for this class per department policy.

Course grades will be assigned as follows:

- **A:** 94%-100%
- **A-:** 90%-93.99%
- **B+:** 87%-89.99%
- **B:** 84%-86.99%
- **B-:** 80%-83.99%
- **C:** 70%-79.99%
- **D:** 65%-69.99%
- **F:** below 65%

**ONLINE COURSE MAINTENANCE:** It is imperative that you become familiar with the online web site devoted to this course. Most of your assignments will need to be submitted this way, as well as it being a valuable resource to find out what is going on in this class. The login screen can be accessed at [http://ecampus/fit.edu](http://ecampus/fit.edu). All information and instruction on accessing the website can be found there. You must be registered and you must have a valid FIU email address. It is your responsibility to log into the site. The professor does not have access to your user name and/or password and cannot help getting you in.

The instructor retains the right to modify this course syllabus for any reason throughout the semester provided that:
- a) Fair and adequate notice is given to enrolled students either by e-mail, in writing, or through online publishing;
- b) Modifications to the syllabus are not arbitrary or capricious, and;
- c) Students are not unfairly disadvantaged by mid-semester changes to grading standards, attendance standards, or performance measures.