

VISUAL COMMUNICATION II

5.27.2016

WITH STUDENT LEARNING OUTCOMES

Visual Communication II (GD202, 2 credits)

Course Description:

This course reinforces to students the principals and process of visual problem solving, developing a visual vocabulary and applied analysis of perception, audience and environment. The course builds on the topics covered in Visual Communications I and requires students to use all of the skills that they have gained in their other classes to produce portfolio-quality pieces. Students will complete projects where they will be called upon to define subject matter, create original text and images as content and produce cohesive visual statements. These pieces should demonstrate a developing awareness of a unique vision.

Prerequisite: Visual Communication I

Students will:

1. Develop a visual vocabulary that articulates written and verbal communication. (PC 1, 3, 4, 5)
2. Recognize, and interpret both physical and hard data, through a visual means. (PC 1, 2, 3, 4, 5)
3. Define and quantify a more complex visual problem, and summarize their outcomes and actionable items. (PC 1, 2, 3, 4, 5)

Required Texts:

- Ambrose, Gavin and Paul Harris. *The Fundamentals of Typography*. 2nd ed. Ingram Publishers Services, Inc., 2011. ISBN 2-940373-45-0 (\$23.00)

Supplies: Total estimated cost \$2632 - \$3032 (\$3272 - \$2872 with two year Creative Cloud subscription)

- **HARDWARE:**
 - Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 500 GB Flash memory: \$2,299.00
 - or Apple MacBook Pro 2.2 GHZ 15-inch Retina Display with 256 GB Flash memory: \$ 1899.00
- Three-Year Apple Care warranty: 239.00
- G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive: \$ 80.00
- A mouse: \$ 25.00
- **SOFTWARE:** Microsoft Office, Student/Teacher edition: \$ 149.00
 - (Word, Excel, PowerPoint, Entourage/Outlook)
- Adobe Creative Cloud subscription
 - \$19.99 per month with annual contract: \$ 240.00 / one year, \$480.00 two years.
 - \$29.99 on a month per month basis

Supplementary Supplies:

- X-Acto # 11 blades, box of 100: \$20.00 + shipping @ amazon.com
- Schaedler Rule (Mylar) preferred or a metal pica ruler (at least 18") \$ 23.00 direct @ Schaedler online: www.schaedlerprecision.com

- Sharpie pens, 2 thick and 2 thin @ \$ 1.85 each: \$ 7.40
- Several sheets of black presentation board; appx. size 20 x 30: \$ 33.00 + shipping per carton of 10 sheets @ amazon.com
- Students should plan on paying to print several pieces at local service bureau such as Parcels, FedEx Kinkos or Aztec Copy. The approximate cost per semester is \$50.00 - \$75.00
- Dropbox Account; free - John Breakey will provide access the Basecamp server