Faculty Member: Dr. Leaunda S. Hemphill

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Office Hours: Monday, Tuesday, & Wednesday: 10:30-11:30 AM. Additional office hours by appointment.

Voice: 309-298-1186

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Email: LS-Hemphill@wiu.edu

Class Delivery: Access https://westernonline.wiu.edu starting on the first day of the semester. Log in using your ECOM username and password. These are the same username and password used to access your WIU email account.

Technical Assistance: If you need technical assistance for the WesternOnline system, contact uTech Support Center at 309-298-2704 or e-mail them at supportcenter@wiu.edu.

COURSE DESCRIPTION

The course covers the understanding of the theories of visual communication and application in preparation of illustrations, icons, and moving images. Students will review the salient literature on visual literacy and apply principles for nonverbal communications in text and computer-based media.

Student activities may be used as part of a professional development or publication process. If you do not want me to use your activities, please contact me immediately.

LEARNING OBJECTIVES

- Students will understand the basic elements and principles of visual design.
- Students will critically read and interpret research on visual design, media, and learning.
- Students will critically assess the effectiveness and use of visuals in printed and computer-based educational, informational, and instructional materials.
- Students will apply design principles to develop and produce print-based and computer-based visual materials to enhance instruction.
- Students will apply visual design principles to evaluate an educational website and make suggestions for improving the visual components of the website.
- Students will discuss research on the effects of visual games and simulations on learning and apply visual design principles to develop visual learning games.
PREREQUISITES

You are expected to have a working knowledge of computer hardware and concepts; the ability to email, and search the Internet; the ability to download text and graphics from the Internet; and have experience with word processing, spreadsheets, presentation, drawing, painting, and graphic editing. If you are lacking any of these skills, it is your responsibility to acquire them before we use them for applications in the course.

REQUIRED TEXTBOOK AND RESOURCES


Additional resources will be accessed from the Internet and Western Illinois University’s online library resources.

HARDWARE REQUIREMENTS

All students participating in this course must have a computer capable of running the recommended web browsers for accessing the WesternOnline course on the Internet and for running the software described in the next section. Contact uTech Support Center if you have additional questions about hardware requirements for WesternOnline. Your computer must have a sound card with speakers.

SOFTWARE REQUIREMENTS

All students participating in this course must have the following software.

**Web Browser:** Click the Browser Tune-up page link on the Western Online homepage (http://westernonline.wiu.edu) to see what browsers are recommended for use with the Western Online system. Note that you must have Java enabled to use the course’s Virtual Chat option, as well as the cookies enabled and the pop-up blockers disabled. You can run the browser check to ensure that you have the correct browser and settings for Western Online. This checker validates for Java, JavaScript, cookies, pop-ups, etc.

**Plug-ins:** See the Western Online Support Browser webpage for information on browser plug-ins we will be using in class. We will be using Adobe Acrobat Reader and Flash Player. Others may be required during the course.

**Word Processor:** Recent version of Microsoft Word or similar word processing software that saves documents as Rich Text Format (RTF).

**Presentation Program:** Recent version of Microsoft Word or similar presentation software that can be saved as a PowerPoint slideshow.

**Graphic Programs:** Photoshop LE or full versions for Macintosh or Windows, Photoshop Elements, or another graphics editing program that saves files as .jpg, .jpeg, or .gif.

Others as requested.
COURSE EXPECTATIONS

Course Assignments and Activities: You are responsible for accessing the online course areas several times a week, completing the reading assignments, participating regularly in the discussions, posting assignments, and contributing your equal share in peer activities. You are responsible for ALL information given out online. You must log onto the online course at least three times per week in order to receive credit for that week’s discussions. Assignments are listed in the Tentative Schedule, along with their due dates and points. 20% deduction/day for late assignments.

Final Grade: Your final grade for this course will be the result of adding all individual grades together. Final grades will be based on the following percentages: 90-100%=A, 80-89%=B, 70-79%=C, 60-69%=D, and <60%=F. Your grades will be posted in the online gradebook area. If a grade not recorded correctly online for an assignment, it is your responsibility to bring it to my attention as soon as possible.

Incompletes: The IDT program does not give grades of Incomplete unless the student has been unable to complete course work due to circumstances beyond his or her control and the request is approved by the instructor. The program recommends you drop the course and re-enroll in it the following semester, instead of taking an incomplete grade.

Instructor Response and Feedback: I try to respond to your questions in the WesternOnline mail and General Questions discussion areas within 24 hours on the weekdays and 48 hours on the weekends, unless otherwise specified. I try grade your activities within one week after the end of the module.

I read all WesternOnline Mail messages, discussion postings, and submitted activities. I often post responses to discussion postings, but I do not post to every discussion message.

Groups: You may be working on at least one collaborative peer or group project. You are expected to participate as an active and productive member of your group, involved with ongoing dialogues, consensus-building, and possible group Live Chats. Remember that successful groups depend on each member actively “pulling his/her own weight.” There are a number of ways to ensure this, including assigning specific roles to each group member. It is a good idea to rotate the assignments. I do monitor your group postings and will be happy to assist you as necessary.

TITLE IX

University values, Title IX, and other federal and state laws prohibit sex discrimination, including sexual assault/misconduct, dating/domestic violence, and stalking. If you, or someone you know, has been the victim of any of these offenses, we encourage you to report this to the Title IX Coordinator at 309-298-1977 or anonymously online at: http://www.wiu.edu/equal_opportunity_and_access/request_form/index.php. If you disclose an incident to a faculty member, the faculty member must notify the Title IX Coordinator. The complete Title IX policy is available at: http://www.wiu.edu/vpas/policies/titleIX.php.
STUDENTS WITH DISABILITIES

In accordance with University values and disability law, students with disabilities may request academic accommodations where there are aspects of a course that result in barriers to inclusion or accurate assessment of achievement. To file an official request for disability-related accommodations, please contact the Disability Resource Center at 309-298-2512, disability@wiu.edu or in 143 Memorial Hall. Please notify the instructor as soon as possible to ensure that this course is accessible to you in a timely manner.

STUDENTS RIGHTS AND RESPONSIBILITIES

Please refer to the WIU Students Rights and Responsibilities website at http://www.wiu.edu/provost/students.php for information on WIU policies on academic dishonesty, grade appeal, etc.