

Course Number: COMM 2150

Course Title: Visual Meaning

Course Description:

This course explores basic principles, theories, and applications of non-discursive methods of communication. Students will first analyze and evaluate images, especially photographs and videos as communicative messages. Also, students will develop skills in creating and producing multiple forms of non-discursive communication using various tools and design platforms.

Prerequisites: COMM1250; ENG1272 or concurrent enrollment.

Credit hours: 3

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Define the range of phenomena within the discipline of Communication.
2. Demonstrate familiarity with communication as a process.
3. Understand the difference between verbal and nonverbal communication.
4. Analyze the relationship between communication and identity.
5. Apply foundational topics of communication to real-life contexts.
6. Analyze a communication event.

Indiana Tech
College of Professional Studies
COMM2150 – Visual Meanings
Online Syllabus Course Content

Instructor Information

Please see Professor Profile at the Blackboard instructional site.

Course Schedule

Please see Course Schedule in the Course Syllabus area of the Blackboard instructional site.

Online Course Policies

All of the online courses taken by students are required to follow the policies posted online at <http://online.indianatech.edu/tech-policies/policies/>. Please review the posted policies carefully. If you are unable to abide by the policies listed, please contact the Warrior Information Network (WIN) at 888.832.4742 and request to withdraw from this course.

Textbook

None.

Students are required to have access to video/image editing software for this course. As a Communication student, you have free access to the Adobe software. Be sure to download this software to use for this course.

Grading Events & Grading Criteria:

Unless otherwise specified, all assignments must be submitted via Blackboard.

Grading Events

Assessment	Quantity	Point Value	Total	% of Grade
Course Preparation Quiz	1	25	25	2.0%
Visual Creations	4	100	400	39.2%
Final Project	1	200	200	19.6%
Assignments from Instructor (TBD)	5	80	400	39.2%
Total Points			1025	100%

Grading Criteria

Visual Creations

These assignments consist of various visuals that you will create based on the unit for that week. There is a Visual Creation due every Sunday of Modules 2-5, and each Visual Creation is worth 100 points. The guidelines and rubric for each Visual Creation are provided in Blackboard.

Final Project

This project is a visual project that you will create, using software such as Adobe Premiere. The purpose of this project is to ensure that you understand messages in visuals and how to communicate a message in a visual. The project is worth 200 points and will be due the Sunday of Module 6. The guidelines and rubric for this assignment are on Blackboard.

Assignments from Instructor (TBD)

There are assignments in this course that are determined by the professor teaching the course. These assignments can vary, depending on who is teaching the course. There are assignments in Modules 1-5, and each one is due on Sunday. Each assignment is worth 80 points. The instructor will communicate these assignments and the guidelines for each one in Blackboard.

Grading Scale

The following grading scale will be used to assign a grade at the end of the course:

Percentage Achieved	Grade	Percentage Achieved	Grade	Percentage Achieved	Grade
93% or above	A	80% or above	B-	70% or above	C-
90% or above	A-	77% or above	C+	60% or above	D
87% or above	B+	73% or above	C	Below 60%	F
83% or above	B				

Late Assignments

All assignments and required online activities are due according to the deadline listed in the course schedule. Granting deadline extension is the course instructor's autonomy.

Incompletes

If you are unable to complete the requirements for this course due to extenuating circumstances, an Incomplete grade (I) may be granted if you meet the general guidelines stated below.

General Guidelines for submitting a course incomplete request:

- More than 50% of the course session has elapsed.
- The student has encountered an unexpected situation that is beyond his or her control.

- The student is
 - in good academic standing -- up-to-date on all of the course assignments and has at least an overall passing grade,
 - able to complete all of the remaining coursework within a session (5 weeks for a undergraduate course and 6 weeks for a graduate course) that immediately follows the session the student is currently enrolled, and
 - able to provide support documentations to substantiate the need for extra time should a session is not enough to complete the course requirements.

If an Incomplete is granted, the instructor will set a deadline for all work to be completed. **The deadline cannot go past one (1) session.** All incomplete grades and deadlines are subject to approval by the designated university authority.

Video/Image Editing Software

In order to complete the assignments in this course, students should have access to video and/or image editing software. Communication students have access to Adobe software for free. Be sure to download this software to use for this course.

Course Related Communication

Online courses are conducted in an accelerated format. Timely communication is very important. When receiving emails from your classmates or instructor, please respond as soon as you can.

Students are REQUIRED to use their Indiana Tech email account for all course related communication. The most direct, and effective, way to email your course instructor and classmates, is by using the Send Email function within the Blackboard course site. When you use the Send Email function, you automatically receive a carbon copy of the email you sent. In the event when you need to substantiate your claim that you did email your classmates or instructor, you can show that carbon copy to the person(s) who requested it.

Please note that Blackboard only permits you to send email, it does not provide you with the check email function. All of the emails your classmates and instructor send to you will be delivered to your Indiana Tech email account. You are strongly encouraged to check your Indiana Tech email account regularly, preferably once a day, to minimize the likelihood of miscommunication.

The University policy requires each online course instructor to respond to a student's email within one business day. Unless there is an extraneous situation that prevents the instructor from following this rule, you can expect to hear from the instructor within one business day. If you don't receive a reply within one business day, please do not hesitate to follow up with another email or forward the carbon copy of the email you sent to OnlineSupport@IndianaTech.edu with a note "Please help. It's been one business day and I have not heard from my instructor" and the University support staff will act on your behalf to contact your course instructor.