



IPFW Department of Communication
Journalism Program
J210 Visual Communications
3 credit hours

Worth Weller

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Office Hours: by Appointment

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Course Description:

J210 Visual Communications is a course that seeks to make students critically aware of visual rhetorics as they encounter them in art, fashion, advertising, academia, pop culture, news, television, merchandising, and music, to name a few areas where our senses are bombarded by a wide array of images in this postmodern, post capitalism culture of the new millennium. The emphasis, however is on digital photography and photojournalism.

Journalism J210 credits may be applied to the general education requirements. Among the appropriate learning outcomes for artistic-endeavor courses are:

--becoming familiar with thinking about artistic foundations such as those practiced by the masters of photography;

--applying substantive photographic knowledge;

- evaluating artistic and photographic ideas;
- understanding cultural traditions in photography;
- learning to articulate ideas concerning artistic goals of photography.

Course Goals:

Exploring a wide variety of genres, including still photography, blogs, wikis, web pages, video-sharing and photo sharing platforms and search engines, the course will help students critically analyze and generate visual rhetorics that have an impact on their own lives as well as on the broader culture.

At the end of this course students should be able to:

- Appreciate the historical evolution of visual rhetorics
- Understand the relationships between images and text
- Critically analyze visual images for submerged subtexts and historical and cultural implications
- Produce their own visual rhetorics that convey specific meanings to targeted audiences.
- Use Photoshop (or similar photo enhancement software) to manipulate their own images for clarity and ethical intent

Learning Tasks:

In conjunction with reflecting on and discussing selected readings and web sites, students will:

- View and analyze numerous, professional web photo galleries
- Participate in several Blackboard discussions
- Create an image-oriented learning blog
- Create and present a collaborative researched PPT about a famous photographer and the contribution he or she has made to our understanding of visual rhetorics
- Create a digital photo gallery on Flickr

- Engage in a small-group or individual field project to create and present a visual story
- Engage in a class-wide project to create a web page (wiki) for the class, featuring class photo galleries and other visual projects

Assessment:

Discussions	10
Blog	15
Wiki	15
Researched PPT Presentation	20
Visual Story	25
Final exam and end of unit quizzes	15
Total	100

- A (- and +) = 90-100
- B (- and +) = 80-89
- C (- and +) = 70-79

Textbook: *Visual Communication: Photography in a Digital Age*, by Ellie Bogue, Cathie Rowand, Aaron Suozzi and Worth Weller. This book is new and is only available at [Follett](#).

Equipment required: a 35mm film camera or a digital still camera with resolution of at least 5 megapixels.

Class policies:

- “ATTENDANCE” - You can expect weekly online class sessions to cover concepts and explain unit learning goals (see the accompanying document titled “J210 Course Schedule”). These sessions will be recorded so that those students who can not make the “live” sessions can view the recording. Attendance is not required,

but those students who do attend or who view the recordings are highly likely to learn more and get more from the class. You can expect that your photographs and projects will be of a higher quality too.

- **LATE WORK** – Students who turn in their work late (after the ending date of the applicable unit or where otherwise specified) can expect a deduction of 10 points during the first week it is late and 20 points during the second week and an F after that.

Course Calendar:

Unit	Schedule	Topic	Readings	Learning Outcomes	Learning Activities	“Class” Lectures***	Assessment
Unit 1	Four weeks: Jan. 12, 2009 – Feb. 8, 2009	Camera and Photography Basics <ul style="list-style-type: none"> • Focal length • Aperture • Shutter speed • Depth of field • Composition • Light 	Textbook: <ul style="list-style-type: none"> • Chapter 1 • Chapter 4 • Chapter 5 Assigned web readings and YouTube videos	Students will be able to demonstrate understanding of focal length, depth of field, aperture and shutter speed; students will be able to apply the composition and lighting techniques inherent to skillful photography	<ul style="list-style-type: none"> • icebreaker (discussion board) • photo assignments posted to the discussion board 	<ul style="list-style-type: none"> • Camera Basics • Rule of 3 • Depth of Field • The Power of Light 	<ul style="list-style-type: none"> • short quizzes • discussion board performance
Unit 2	Two weeks: Feb. 9, 2009 – Feb. 22, 2009	Photography and the World Wide Web <ul style="list-style-type: none"> • blogs • wikis • using PPT as a web and photo manipulation tool 	Textbook <ul style="list-style-type: none"> • Chapter 3 Assigned web readings and YouTube videos	Students will be able to produce their own web-based visual rhetorics that convey specific meanings	<ul style="list-style-type: none"> • individual learning blogs • class wiki 	<ul style="list-style-type: none"> • Using Picasa to enhance photographs 	<ul style="list-style-type: none"> • participation in class wiki
Unit 3	Two Weeks: Feb. 23, 2009 – March 8, 2009	Photoshop	Textbook <ul style="list-style-type: none"> • Chapter 2 Assigned web readings and YouTube videos	Students will be able to manipulate with photographic enhancement software their own images ethically and artistically for clarity and intent	<ul style="list-style-type: none"> • Learning blog postings • Classroom discussions 	<ul style="list-style-type: none"> • Advanced Photoshop tools • Using Paint-Net 	<ul style="list-style-type: none"> • Learning blog performance • Discussion postings

Unit	Schedule	Topic	Readings	Learning Outcomes	Learning Activities	“Class” Lectures***	Assessment
Unit 4	Three Weeks: March 16, 2009 – April 5, 2009	Historical and Cultural Traditions	Textbook • Chapter 9 Assigned web readings and YouTube videos	Students will be able to identify the artistic, political and/or cultural concerns illustrated by the masters of photography	<ul style="list-style-type: none"> • PPT presentation • Classroom discussions 	<ul style="list-style-type: none"> • Brief History • Nude photography 	<ul style="list-style-type: none"> • Discussion postings • Rubric for PPT • Learning blog performance
Unit 5	Three Weeks: April 6, 2009 – April 26, 2009	Photojournalism	Textbook • Chapter 6 • Chapter 7	Students will be able to tell and present a story with photographs	<ul style="list-style-type: none"> • Learning blog postings • a/v team project 	<ul style="list-style-type: none"> • Environmental Portraits • Framing the Story • Combat photography 	<ul style="list-style-type: none"> • Learning blog performance • Discussion postings • Rubric for a/v presentation
Unit 6	One Week: April 27, 2009 – May 3, 2009	Field Ethics	Textbook • Chapter 8	Students will be able to interpret some of the cultural concerns and limitations of “photo tourism”	<ul style="list-style-type: none"> • Discussion board postings 		<ul style="list-style-type: none"> • discussion board performance
Final Exam	Week 16: May 4, 2009 – May 8, 2009			Students will be able to demonstrate concept mastery and evaluate their own level of achievement in this class			<ul style="list-style-type: none"> • Multiple choice quiz, short essay questions and self assessment

Special needs:

The instructor will work in every way possible with special needs students, as long as that student or guardian has identified those needs adequately at the beginning of the semester. *Guardians may not do the work for the student.*

Other services to students:

- **CASA** (Center for Academic Support and Advancement), KT G21, 260-481-6817

- [Writing Center](#), KT G25D, 260-481-6028
- **Dean of Students Office**, Walb 111
- **Multicultural Services**, 260-481-6608, Walb 118
- **Academic Counseling and Career Services (ACCS)**, KT 109, 260-481-6595
- **Center for Women and Returning Adults** Walb G25, 260-481-6029
- **Services for Students with Disabilities**, Walb 113, 260-481-6657
- **Registrar**, KT 107, 260-481-6815
- **Bursar**, KT G89, 260-481-6824
- **Career Services**, KT 109, (260) 481-0689, www.ipfw.edu/career.

Important dates:

- Classes begin – Jan. 12
- Spring Recess – March 9-15
- Last day to withdraw without an F - March 20
- Last week of classes and final exams - May 4-8

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