

ATCM 2340: Visual Communication

Dr. John Gooch

Fall 2024, Section 001 (M, 10:00-11:15 a.m.), MC 2.410

Office Number	JO 3.924
Office Hours	MW, 11:30 a.m.-12:30 p.m. and by appointment
Office Phone	(972) 883.2038 (Teams or voice)
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Course Platforms	In person and E-Learning

Discussion/Lab Sections

All discussion/lab sections for ATCM 2340.001 will meet on Thursdays during Fall 2024.

<i>Section No.</i>	<i>Time</i>	<i>Room No.</i>	<i>Instructor</i>
301	R, 10-11:15 a.m.	ATC 2.914	Abby Cole
302	R, 4-5:15 p.m.	ATC 2.914	Yuki Guo
303	R, 11:30-12:45 p.m.	ATC 2.914	Abby Cole
802	R, 5:30-6:45 p.m.	ATC 2.914	Yuki Guo

Course Description

ATCM 2340, *Visual Communication*, “explores the idea that memorable visual messages have great power to inform, educate, and persuade an individual, a culture, and a society” (2024 *UT Dallas Undergraduate Catalogue*). In this course, you will comprehend and analyze visual communication in different contexts as well as create your own example of visual communication.

Student Learning Outcomes (010 Core)

- *Communication skills* – Students will demonstrate effective written, oral and visual communication.
- *Critical thinking skills* – Students will engage in creative and/or innovative thinking, and/or inquiry, analysis, evaluation, synthesis of information, organizing concepts and constructing solutions.

- *Teamwork* – Students will demonstrate the ability to work effectively with others to support a shared purpose or goal and consider different points of view.
- *Personal responsibility* – Students will demonstrate the ability to connect choices, actions and consequences to ethical decision-making.

Specific Learning Objectives

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

- Demonstrate mastery of visual communication concepts through successful completion of examinations;
- Analyze and evaluate visual messages in different contexts and reflect the skills of analysis and evaluation in written discourse;
- Synthesize information from class discussions, lectures, and course readings; and
- Create a high-quality visual and communicate their interpretation of that visual in writing.

Required Text

Page, Janis Teruggi, and Margaret Duffy. *Visual Communication: Insights and Strategies*. Hoboken, New Jersey: John Wiley & Sons, Inc., 2022. ISBN: 978-1-119-22647-5

Course Grading Scale/Calculation of Course Grade

<i>Total Points</i>	<i>Letter Grade</i>
915 and above	A
895-914	A-
865-894	B+
815-864	B
795-814	B-
765-794	C+
715-764	C
695-714	C-
665-694	D+
595-664	D
594 and below	F

(**Note:** We will make use of pluses and minuses (e.g., B+, C-) for grades as stipulated by UTD.)

Assignments

<i>Assignment</i>	<i>Value</i>	<i>Percentage</i>	<i>Due Date</i>
Exam #1	200	20%	Sep 29
Exam #2	200	20%	Oct 27
Exam #3	200	20%	Dec 13
Visual Communication Project	200	20%	Nov 24
Discussion/Lab Participation	200	20%	N/A
Total	1000	100%	

(Note: The TAs and I will administer all exams and assignment submissions through E-Learning.)

Fall 2024 Class Schedule (lecture on Mondays/discussion or lab sections on Thursdays)

Aug 19	<i>Introduction to Course</i>
Aug 26	<i>Visual Culture</i> Chapter 1
Sep 2	<i>Labor Day – NO CLASS</i>
Sep 9	<i>Visualizing Ethics</i> Chapter 2
Sep 16	<i>Visual Rhetoric</i> Chapter 3
Sep 23	<i>Signs and the Signified</i> Chapter 4
Sep 30	<i>Visual Metaphor</i> Chapter 5
Oct 7	<i>Visual Narrative</i> Chapter 6
Oct 14	<i>Visual Voices</i> Chapter 7
Oct 21	<i>Advertising</i> Chapter 8
Oct 28	<i>Public Relations</i> Chapter 9

Nov 4	<i>Journalism</i> Chapter 10
Nov 11	<i>Visual Comm in Organizations</i> Chapter 11
Nov 18	<i>Visual Comm and Intercultural Comm</i> Chapter 12
Nov 25-Dec 1	<i>Fall and Thanksgiving Break – NO CLASS</i>
Dec 2	<i>Conclusion of the Course</i>

Course Policies

General Policies and Course Expectations

- Both the lecture and the discussion/lab sections will meet at the assigned time, and attendance expectations will apply (lab sections). In addition, we will make extensive use of our E-Learning site for making announcements, posting assignment descriptions, etc. Students should check the E-Learning site for ATCM 2340 on a regular basis.
- Students will attend the lecture prepared by completing the reading and participating actively in their discussion/lab section.

Attendance and Participation

Successful completion of this course depends upon your regular attendance and participation. However, we will *only* take attendance in the discussion/lab sections; I will *not* take attendance in the lecture class meeting Mondays, 10-11:15 a.m. for Fall 2024.

Absences from your discussion/lab section will adversely affect your “Discussion/Lab Participation” grade. We will reduce your “Discussion/Lab Participation” grade by 20 points (i.e., 10%) for every unexcused absence to your lab/discussion section. **You must sign the roll sheet to be counted in attendance, and it is your responsibility to sign the roll sheet.**

Your lab instructor will excuse absences if you provide appropriate documentation. If you need to miss class for a *legitimate* reason (e.g., school-sponsored travel), then please give at least one week’s notice to either me or your discussion/lab instructor. In the case of school-sponsored travel, you will also need to provide documentation from the organization’s sponsor.

If you e-mail me about missing class, please do not end (or begin) the e-mail with “Sorry for the inconvenience.” You only inconvenience yourself by missing class for whatever reason.

Please contact your lab/discussion section instructor **immediately** if you test positive for COVID or have been diagnosed with monkeypox or RSV. You will also need to provide medical documentation substantiating COVID, monkeypox, or RSV as the reason for your absence(s).

Please refer to [Comets United: Latest Updates webpage](#) for additional guidance on the University's public health measures.

Expectations for Engaged Participation in Discussion/Lab Sections

This course requires that you participate actively in your discussion or lab section. Your discussion/lab instructor will be necessarily more concerned with the *quality*, not quantity, of the comments you make in class. He or she will need to see evidence that you are engaged with the reading as well as the conversation. Texting on your cell phone, sending e-mails from your laptop or tablet, or general lack of interest will *not* constitute "engaged participation" in the discussion/lab section.

NOTE: Please see page six of this syllabus for additional information related to "engaged participation in discussion/lab sections."

Late Submissions (Final Project)

Late assignments submissions (final project, notably) will receive a minus 25-point deduction for every calendar day they are late. We will not accept assignments over four calendar days late. You will receive "0" points for assignments that exceed that number of days (i.e., four days).

No one will be permitted to submit an examination after the deadline.

Academic Integrity and AI/ChatGPT

You are expected to complete original work in ATCM 2340, and any breach of academic integrity (e.g., plagiarism, cheating on exams) will be automatically referred to the Office of Community Standards and Conduct at UT Dallas (<https://conduct.utdallas.edu/>). You *may not* use writing services (i.e., a "paper" or "essay mill"), someone else's work, or artificial intelligence (e.g., ChatGPT) for purposes of completing course assignments.

Please refer to the following web site for guidance on matters related to academic integrity: <https://conduct.utdallas.edu/integrity/>.

University Policies

Refer to <http://go.utdallas.edu/syllabus-policies> for further information.

"As a comet, I pledge honesty, integrity, and service in all that I do."

Examinations and Assignments

This semester, you will complete three exams and submit one project.

Examinations: September 29th, October 27th, and December 13th

I will administer examinations through E-Learning. These will be “take home” examinations that I will make available approximately 72 hours prior to the due date. The deadline for submitting examinations will be 11:59 p.m. the evenings of September 29th, October 27th, and December 13th. After you begin an examination, you will have no more than 24 hours (within a three-day period) to complete it. (Example: I will release Exam #1 on Friday, September 27th, at 9:00 a.m. If you begin Exam #1 at 9:00 a.m. on September 27th, then you must complete it by 9:00 a.m. Saturday, September 28th.)

Examinations will consist of objective questions (e.g., multiple choice, true-false). Your final submission of an examination in E-Learning is your *final submission*. I will not permit anyone to go back and correct or change answers after clicking “submit.” **It is your responsibility to check and re-check your answers before submitting an examination.** Simply put, once you hit “submit,” then there is no going back. You will need to regularly save your progress while taking these tests. Please do not e-mail me asking for a “do over” on an exam or to re-enter the examination interface after submitting it.

Finally, you may use your notes and your textbook for completing examinations, but you may *not collaborate with another classmate or anyone else* on course exams. Doing so will constitute a breach of academic integrity and result in referral to UTD Community Standards and Conduct.

Visual Communication Project: November 24th

This semester, you will also submit a visual communication project in which you create a visual with an accompanying three to four-page essay explaining its purpose and offering your interpretation of the visual. (A more detailed assignment description is forthcoming.)

Participation Expectations and Requirements for Lab/Discussion Sections

ATCM 2340, Fall 2024

Attendance

You must be physically present in the discussion/lab class meeting to receive full credit for participation on a given class day. (**Note:** See page four of this syllabus regarding attendance expectations in lab/discussion sections.)

E-Learning Discussion Boards

Discussion boards must be completed by the date and time your lab instructor specifies. No late posts will be accepted. Failure to post a discussion board by the specified time will result in reduced credit for "Participation" in the course.

Class Discussion and Group Activities

You will need to contribute to conversations during class and demonstrate that you have read the material in the textbook and reflected upon the themes for that week. As the syllabus indicates, your lab instructor will be more concerned with quality, as opposed to quantity, of your contributions.

If your instructor asks you to work in groups, then you need to demonstrate engagement when doing so.

Tardiness and Leaving Early

Arriving late to and/or leaving early from your lab section will diminish your participation grade in the course. Your instructor will permit a five-minute grace period before considering you tardy to the lab/discussion meeting.

Overall Engagement

As the course syllabus indicates, your instructor will take note of whether or not you are actively participating and "will need to see evidence that you are engaged with the reading as well as the conversation. Texting on your cell phone, sending e-mails from your laptop or tablet, or general lack of interest will *not* constitute "engaged participation" in the discussion/lab section" (page 5 of this syllabus).