

## ATCM 2340: Visual Communication

Dr. Janet Johnson

Spring 2025, Section 001 (W, 10:00-11:15 a.m.), MC 2.410

Office Number	JO 3.544
Office Hours	By Appointment just email me!
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Course Platforms	In person and E-Learning

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### Discussion/Lab Sections

All discussion/lab sections for ATCM 2340.001 will meet on Wednesdays and Thursdays during Spring 2025.

<i>Section No.</i>	<i>Time</i>	<i>Room No.</i>	<i>Instructor</i>
301	W, 4-5:15 p.m.	ATC 2.918	Yuki Guo
302	Th, 4-5:15 p.m.	ATC 3.205	Abby Cole
801	W, 5:30-6:45 p.m.	ATC 2.918	Yuki Guo
802	Th, 5:30-6:45 p.m.	ATC 3.205	Abby Cole

### 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 plusses 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%	Feb. 23
Exam #2	200	20%	March 30
Exam #3	200	20%	May 4
Visual Communication Project	200	20%	April 27
Discussion/Lab Participation	200	20%	N/A
<b>Total</b>	<b>1000</b>	<b>100%</b>	

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

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## Spring 2025 Class Schedule (lecture on Wednesday/discussion or lab sections)

Week 1: Jan 21 (Mon) – Jan26 (Sun)	<i>Introduction to Course</i>
Week 2: Jan 27 (Mon) – Feb 2 (Sun)	<i>Visual Culture: Chapter 1</i>
Week 3: Feb 3 (Mon) – Feb 9 (Sun)	<i>Visualizing Ethics: Chapter 2</i>
Week 4: Feb 10 (Mon) – Feb 16	<i>Ways of Seeing: Chapter 3</i>
Week 5: Feb 17 (Mon) – Feb 23 (Sun)	<i>Sign Language (Semiotics): Chapter 4</i>

Week 6: Feb 24 (Mon) – Mar 2 (Sun)	<i>Visual Metaphor</i> : Chapter 5
Week 7: Mar 3 (Mon) – Mar 9 (Sun)	<i>Visual Narrative</i> : Chapter 6
Week 8: Mar 10 (Mon) – Mar 16 (Sun)	<i>Visual Voices</i> : Chapter 7
Week 9: Mar 17 (Mon) – Mar 23 (Sun)	Spring Break
Week 10: Mar 24 (Mon) – Mar 30 (Sun)	<i>Advertising</i> : Chapter 8
Week 11: Mar 31 (Mon) – April 6 (Sun)	<i>Public Relations</i> : Chapter 9
Week 12: April 7 (Mon) – April 13 (Sun)	<i>Journalism</i> : Chapter 10
Week 13: April 14 (Mon) – April 20 (Sun)	<i>Visual Comm in Organizations</i> : Chapter 11
Week 14: April 21 (Mon) – April 27 (Sun)	<i>Visual Comm and Intercultural Comm</i> : Chapter 12
Week 15: April 28 (Mon) – May 4 (Sun)	Conclusion of class
Week 16: May 5 (Mon) – May 11 (Sun)	No Class

## 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 on Wednesdays, 10-11:15 a.m. Spring 2025.

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.”

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## **Examinations and Assignments**

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

*Examination due dates: February 23, March 30, and May 4*

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 February 23, March 30, and May 4. 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 27<sup>th</sup>, at 9:00 a.m. If you begin Exam #1 at 9:00 a.m. on September 27<sup>th</sup>, then you must complete it by 9:00 a.m. Saturday, September 28<sup>th</sup>.)

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: April 27*

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.)

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## **Participation Expectations and Requirements for Lab/Discussion Sections**

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### **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).