

Multimedia 110 | Visual Communications | Sect. 3255
Instructor: Jacalyn Lopez Garcia

LECTURE: Tuesdays 5:50-7:55 & LAB: Tuesdays 7:55–10:00 PM

Room: LRC 233

Office Hours: 5-5:30 PM (Instructional Office – appointments encouraged)

Email: Students will be required on a weekly basis to use the Facebook message system to communicate with the instructor. In the event of an emergency (if Facebook is down) send correspondence to garciajl@lamission.edu.

COURSE DESCRIPTION - This is a fundamental course on the nature of visual communication. Emphasis is placed on historical, philosophical, theoretical, cultural and practical aspects of art, design and media arts. Students integrate theory and applied technology to a variety of multimedia projects. In addition, this course is also designed to introduce you to visual communication as compared to aural communication--speech, drama and music. There are NO prerequisites for this class. However, an advisory of MM100 and MM500 are listed in the schedule of classes.

MM110 is further designed to help students become more creative individuals. The contents of the course will range from a survey of art history and theory, psychology, philosophy, humanities, and even comparative mythology. In a very important manner this course is designed to help students examine their own values and interpretation of visual communication. As students engage in developing an understanding about “what art is” and “what art can be about” they make new discoveries about the reasons why they make art.

RECOMMENDED TEXT: Ways of Seeing, John Berger

SOFTWARE USE AND MATERIALS: Every student will be required to access Adobe Photoshop software (installed in the Multimedia Mac Lab) during the lecture period and lab hours. Owning a personal copy of the software for home use is strongly recommended but not required. Students are also required to submit original work on a CD or DVD in a timely manner to ensure maximum credit is earned. Some assignments will require printed versions and all prints will be kept on file. They will not be returned, so it is advised to make a copy for yourself.

CREATIVE PROJECTS/H.O.T SESSIONS/CRITIQUES: Students will engage in conducting and preparing work for individual/group discussions and critiques. Creating artworks and engaging in individual or group research exercises to examine artists/movements/artworks, etc. will be explored. This process will allow students to compare a variety of techniques and ideas that can serve to inspire their own individual creativity.

REQUIRED READINGS & RESEARCH: To ensure maximum credit is

earned students must read materials in advance and must be prepared to discuss related materials each week. Reading materials and resources will be posted here on Facebook notes.

GRADING CRITERIA: The final grade for this class will be based on the following 150 point system: A=150-135pts; B =134-120pts; C=119-105pts; D=104-90pts; F=89 and lower.

4-Creative Projects (5 pts each/20pts)
14-H.O.T Sessions/Critiques (4 pts each/56pts)
Field Trip/Paper (10 pts)
Written Exam (30 pts)
Final Paper/Project/Presentation (34pts)

All work submitted on the due dates will be graded within 7-14 days. Keep track of your own points and keep a copy of all work submitted on a CD/DVD for your own record (the instructor will not be returning disks and/or prints during the semester). Late work will be graded when time permits. If students desire feedback with their grades they should submit work in a timely manner.

Only assignments submitted in a complete and timely manner can be resubmitted for a better grade. If an assignment is received late it will be deducted a letter grade regardless of the quality of work, unless an excused absence has been recorded. Only 2 excused absences will be permitted in this course.

WORDS TO THE WISE FOR CREATIVE ASSIGNMENTS

For the highest grade possible, creative work must:

- * satisfy the specifications for the assignments;
- * illustrate a full range of use of the elements and principles of design;
- * exemplify high quality craftsmanship with both analog and digital media;
- * bring forth unique solutions in meeting high visual standards.

Keep in mind that turning in late assignments is discouraged and this will adversely affect your grades. If you miss an assignment deadline late work it will be accepted for designated exercises/assignments only, but the work will not be eligible for remake and it begins life with 80% of the possible score.

WRITTEN EXAM & FINAL PAPER/PROJECT/PRESENTATION: Be prepared to listen and take notes. It is assumed you will learn definitions of art related words, art works, artists, and terms on a weekly basis. The written exam will be based on the information provided during lectures and H.O.T sessions as well and information from the reading assignments and materials covered on Facebook.

There will be NO allowance for any late submit on the written exam or your final project/paper/presentation. Students must be present on the day of the final presentations and must submit a written exam, a final paper, and a final paper/project/presentation to be eligible to earn a passing grade in this class.

COURSE PERFORMANCE AND PARTICIPATION POLICIES: Timely arrival for class sessions is critical to successful performance. Keep in mind that students with excessive absences, late arrivals, early departures and missing assignments will be subject to being dropped from the class at the discretion of the instructor.

Students accumulate points toward a grand total at the end of the term. Scoring is based on a 150-grading point system as noted above. To ensure positive learning outcomes students will need to pay close attention to schedule to insure maximum points are earned. Students must be in attendance to earn points for all hands-on-training (H.O.T. sessions, including discussions, critiques & all scheduled labs for this course).

Students must also be in attendance when work is critiqued to earn participation credit for the critiques. Each assignment covers an area of theoretical understanding and will require use of this understanding for a communicative or conceptual visual aesthetic purposes. Some assignments will require only a few hours to complete. Others may take more time.

As a general rule for every hour of lecture you can expect 3 hours of homework on a weekly basis. Students should be prepared to listen and take notes in class. It is assumed that you will learn definitions of art related words and terms on a weekly basis. Students must be present on the day of the final presentations and must present a final project. The written exam and a final project are requirements and must be submitted to be eligible to earn a passing grade – no exceptions.

An Automatic “F” results from equipment and materials theft, cheating on exams and/or exercised and assignments, including falsifying records or other actions that violate common courtesy and mutual trust.

If you stop attending this class you must drop the class yourself - officially - on or before September 8. (Internet only). Failure to do so may result in a grade of "F" in this class. Keep in mind that withdrawals must be filed prior to Sept 8 to avoid a "W". The new state policy in effect limits students to 3 attempts per course.

SPECIAL NEEDS: If you have a documented disability and wish to discuss academic accommodations, please contact me. You may also contact the Office of Disabled Student Programs & Services (DSP&S).

OTHER IMPORTANT DATES

- All classes must be dropped **ONLINE ONLY**.
- Drop classes without receiving a “W” with refundSeptember 8*
- Drop classes without incurring fees or with a refund

**(Registration/parking/non-resident fees –16 wks semester length classes).....
September 8***

*PLEASE NOTE: This is an earlier and revised deadline. A “W” will appear on your transcript record after this date. This is a new LACCD enrollment limit. The limit is now three times to take a class and includes both substandard grades and withdrawals.

Drop classes with a “W” - Letter grade is required after this date and forward -
November 17

**Classes End..... December 7
FINAL EXAMS December 9-14
Semester ends..... December 15**

**VIP NOTE: If you stop attending a class (or wish to drop a class), YOU MUST
DROP THE CLASS YOURSELF ONLINE– OFFICIALLY – on or before November
17, 2013. Failure to do so may result in a grade of “F” in that class.**

**STUDENT LEARNING OBJECTIVES/OUTCOMES FOR MM110
Upon completion of this course still be able to:**

- 1) Compare art and design movements and describe the psychological/perceptual context in which visual communication operates.**
- 2) Demonstrate the ability to decode the meanings and implications in visual communication and describe various media and how media affects significance in visual communication.**
- 3) Describe how style evolves and how art history is a record of stylistic change and the means by which artists reveal and elicit emotion and mood.**

The instructor reserves the right to modify this schedule with a 2-week notice.