

# CMST 137 FUNDAMENTALS OF VISUAL LITERACY

## Syllabus - Fall 2016



### Bill Genereux

@billgx

Computer/Digital Media Professor, Teaching, Art, Graphics, Design, Photography, Video, Writing, Geek. @ me and I'll follow (unless you're a spammer!)

Clyde, KS, USA · <http://billgx.edublogs.org>

#### Contact information

tel: 785-826-2927

e-mail: [billgx@ksu.edu](mailto:billgx@ksu.edu)

online: Twitter/Facebook: billgx

office: 161 Technology Center

Days	Hours	Facility
T U	2:30-3:45 p.m.	STC 163



### Office Hours

Mon, Wed, Fri: 1:00-3:30 pm  
Tue, Thu: 10:00 -11:30 am

## Required Texts

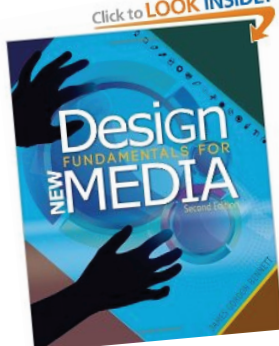


### Design Fundamentals for New Media [Paperback]

James Gordon Bennett (Author)

[Be the first to review this item](#) | [Like](#) (1)

2nd Edition ISBN-13: 978-1133131137

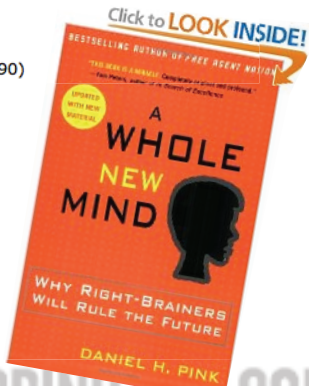


### A Whole New Mind: Why Right-Brainers Will Rule the Future [Paperback]

Daniel H. Pink (Author)

★★★★☆ (303 customer reviews) | [Like](#) (190)

ISBN-13: 978-1594481710



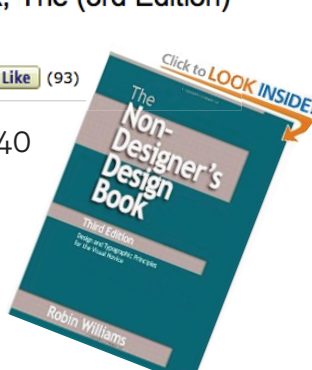
## Recommended Text

### Non-Designer's Design Book, The (3rd Edition) [Paperback]

Robin Williams (Author)

★★★★☆ (72 customer reviews) | [Like](#) (93)

ISBN-13: 978-0321534040



FREE TWO-DAY SHIPPING FOR COLLEGE STUDENTS

[Learn more](#)

## Course Description

An examination of the elements of visual design essential to communication with digital technology. Topics include design elements, color theory, graphics creation and optimization, and multimedia. Students receive hands-on experience with the elements and principles of visual literacy and working with 2-D and 3-D organization.



## Important Dates

Last Day to Drop: Oct 28, 2015

Final: Monday, December 12, 2015, 9:40 am

## Special Events

### Pumpkin Carving

There will be a pumpkin carving event for Halloween. However the exact date and time is To Be Determined. I anticipate knowing the date within the first two weeks of class.



## Required Materials

Digital camera, medium sized pumpkin, weblog



## Software Used

Adobe Creative Suite 6



Each month, Salina hosts the First Thursday Art Rush in the downtown area. We will attend one as a group this semester.

## Grading



Assignments must be submitted to K-State Online by the date due to receive full credit. Late work can receive 1/2 credit within a week of the due date, and no credit beyond one week.



- 20% = Class Participation & Discussion
- 20% = Pumpkin Design Project
- 20% = Homework
- 20% = Semester Projects
- 20% = Final Design Project

The instructor reserves the right to make adjustments to this scale as necessary.

**\* ASK ABOUT OUR TWO WEEK GRADING GUARANTEE.**  
Students can normally expect to receive grades and feedback on their work within one week of the due date. Should an assignment remain ungraded after two weeks, that assignment will receive *Full Credit!*

## Scale

- 90% = A
- 80% = B
- 70% = C
- 60% = D
- >60% = F

## Incomplete

In extreme circumstances, a grade of "Incomplete" can be given if the student is unable to finish the required coursework by the end of the semester. Incompletes are a courtesy extended by the instructor to students who, through no fault of their own, are unable to finish the course due to an emergency or other hardship. It is expected that the student will have already satisfactorily completed a significant portion of the course before requesting a grade of "Incomplete."

## Participation

Research shows that successful students



## Come To Class!

Attendance is critical to the successful completion of the course and is required. Your participation in class is a part of your final grade (see grading scale). If you are late or absent from class, it is your responsibility to obtain any notes, assignments, etc. For most students, a primary purpose of attending college is to eventually secure gainful employment. It is with that end in mind that this course has been developed. Your work ethic in this course should resemble what it will be in your future career. With this in mind, three unexcused absences (pre-arranged or Dr. note) will result in automatic failure of the course.



## Dont Be an @--!

All student activities in the University, including this course, are governed by the Student Judicial Conduct Code as outlined in the Student Governing Association By Laws, Article VI, Section 3, number 2. Students who engage in behavior that disrupts the learning environment may be asked to leave the class.

## SAFETY

Kansas State University is committed to providing a safe teaching and learning environment for student and faculty members. In order to enhance your safety in the unlikely case of a campus emergency make sure that you know where and how to quickly exit your classroom and how to follow any emergency directives. To view additional campus emergency information go to the University's main page, [www.k-state.edu](http://www.k-state.edu), and click on the Emergency Information button.



## DON'T CHEAT!

Kansas State University has an Honor System based on personal integrity, which is presumed to be sufficient assurance that, in academic matters, one's work is performed honestly and without unauthorized assistance. Undergraduate and graduate students, by registration, acknowledge the jurisdiction of the Honor System. The policies and procedures of the Honor System apply to all full and part-time students enrolled in undergraduate and graduate courses on-campus, off-campus, and via distance learning. The honor system website can be reached via the following URL: [www.ksu.edu/honor](http://www.ksu.edu/honor). A component vital to the Honor System is the inclusion of the Honor Pledge which applies to all assignments, examinations, or other course work undertaken by students. The Honor Pledge is implied, whether or not it is stated: "On my honor, as a student, I have neither given nor received unauthorized aid on this academic work." A grade of XF can result from a breach of academic honesty. The F indicates failure in the course; the X indicates the reason is an Honor Pledge violation.

## Disability Accomodations

Students with disabilities who need classroom accommodations, access to technology, or information about emergency building / campus evacuation processes should contact the Academic and Career Advising Center and/or their instructor. Services are available to students with a wide range of disabilities including, but not limited to, physical disabilities, medical conditions, learning disabilities, attention deficit disorder, depression, and anxiety. Contact the Academic and Career Advising Center at [acac@k-state.edu](mailto:acac@k-state.edu), 785-826-2649.



## Learning Outcomes

After completing this course, the student should be able to do the following:

Use each of the various elements of design to create effective visual communication.

[A4, A5, A6, B2, B5, B6]

Demonstrate understanding of the design process and how information such as the project goal and target audience should influence a design.

[A4, A5, B2, B3, B5, B6, C1, C2]

Discuss the impact of visual design upon society and the need for socially responsible designers.

[A4, A5, A6, B2, B5, B6]

Research and report on new developments in digital media technology.

[C1, C2, E1, E2]

Recognize and analyze digital multimedia "texts" with respect to the various elements of visual design

[C1, C2, E1, E2]

Graduates of the Computer Systems Technology option will demonstrate:

1. Knowledge of computer hardware, architecture and digital logic.
2. Knowledge of operating systems and programming language processing.
3. Knowledge of current computer programming tools, techniques and languages.
4. Knowledge of current tools and techniques of database systems, Web technology, and computer networking.
5. Ability to apply current tools and techniques in the design of database systems, stand alone applications, web technology and computer networking.
6. Ability to build, operate and maintain a complex database system, Internet web site, stand alone application or local area network.
7. Creative Design, Application and Lifelong Learning.
8. Ability to analyze, design, implement, test, and document stand alone computer programs.
9. Ability to creatively solve problems by analyzing, designing, and implementing computer information systems.
10. Ability to apply project management techniques to the development of a computer system.
11. Application of mathematics to computer systems at or above the level of algebra and trigonometry.
12. A commitment to life-long learning.
13. A commitment to quality and continuous improvement.
14. Communication.
15. Write clear and effective technical documents and reports.
16. Verbally communicate technical information to a variety of audiences.
17. Professional Behavior in a Diverse World.
18. A respect and understanding of diversity in the workplace.
19. An ability to work effectively on teams.
20. Professional Development.
21. Knowledge of professional ethics and social responsibility.
22. Awareness of the impact of technology on society.

Program Outcome	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Rating Scale	0	0	0	2	2	1	0	0	1	2	0	2	3	2	2	1	0	1

2. Outcome moderately addressed in this course. Topics are often introduced, developed, and reinforced in several lectures, labs, homework assignments, and/or exams to develop an "intermediate knowledge" of the topic. Limited activities, data collection, feedback, and improvement.

3. Outcome slightly addressed in this course. Topics are occasionally introduced in lectures, labs, homework assignments, and/or exams to develop an "awareness" of the topic. Minimal activities, data collection, feedback, and improvement.

4. Outcome not addressed in this course.