INTC 5120-001
Visual Design & Communications
Jung Lee
Monday 6:00-9:00
Spring 2006

Objectives: Students will be introduced to visual design/communication theory and practice within the context of creating instructional and multimedia presentations. You will be expected to expand your critical thinking skills.

In concert with the instruction, students will:
1. Demonstrate an understanding of visual literacy.
2. Demonstrate an understanding of visual design and communications concepts.
3. Encode and decode the design elements for various instructional medial communications and visual images, specifically:
   • Create and analyze visual messages following defined design principles;
   • Design and produce effective visual messages utilizing a variety of available technologies; and
   • Practice the visual literacy concepts learned by developing products suitable for a variety of settings.
4. Reflectively apply concepts learned to their lives.

Course Content: The goal of this course is to familiarize students with visual media and help students develop the ability to critically analyze and produce effective instructional visuals. This course will introduce visual design theory and practice in a context of producing instructional and multimedia presentations. A variety of tools and graphics software will be used for developing visual projects.

Prerequisites: Introduction to Instructional Technology (INTC 5001) or instructor consent.

Attendance: Required.

Class Format: Interactive lectures, class discussions, small group activities, presentations, demonstrations, hands-on use of numerous technologies.

Laboratory/Field Experience: Monthly computer lab assignments and participation.


Papers/Projects: Identified in the evaluation below – depth and breath to be included in full syllabus.

Evaluation: This course is primarily portfolio-driven. Student will be required to present a professional, aesthetically pleasing compilation of all (individual and team) works completed
during the semester, (30% formative and 30% summative). The remaining 40% will consist of
class participation (10%), a final presentation (15%) of works, and a cumulative exam (15%).