

# Visual Communication I Course Syllabus

Casey Turner, Instructor  
Huron Area Tech Center  
2021 - 2022

## **Course Description:**

This course is intended to engage student learning in the field of Visual Communication with hands-on projects and “real world” activities. This course is based upon the development of a specific set of skills that would be required in the field of Visual Communication. Three specific competencies or skills areas will be covered:

1. Video production
2. Photography
3. Web/Graphic design

Upon completion of this course students will be able to:

- Understand concepts and apply production methods to create digital video, digital photography, websites, and web based digital media.
- Comprehend and be able to demonstrate professionalism in such areas as appearance, demeanor, ethics, and communication.
- Have had the opportunity to experience a variety of different digital media and design professions and the language, concepts, equipment, and technical tools used in each.
- Understand business, safety, and legal issues in digital media
- Have developed and displayed personal qualities: honesty, loyalty, cooperation, punctuality, integrity, teamwork, patience, tact, flexibility, initiative, problem solving, and creativity.
- Understand the fundamentals and principles of visual communication.
- Have experienced and solved authentic professional problems using digital media and design
- Understand how to present work to a client, participate in a professional dialogue, and take feedback.
- Have an understanding of the professional digital media options available after graduation and what steps to take to get there.
- Have worked individually and in a team to solve digital media problems.

**Required Materials:**

- 1) Pen or Pencil
- 2) Google Drive account (provided by the school)

*If class is online due to Covid school closure or student quarantine:*

- 1) Internet (lessons will be in video format)
- 2) iPad (provided by the school)

**Course Fee:**

Skills USA Membership \$20

**Structure of the Course:**

Quizzes: Quizzes will be given over the period of the course to prepare for tests.

Tests: Tests will be given over the period of the course to prepare for the Post-Assessment Final Exam.

Exam: A PostAssessment Exam will be given at the end of the semester. This is a required exam for which there are NO exemptions.

Projects & Activities: Weekly projects will be assigned to develop the three specific competencies or skills areas of the course. All projects and activities will follow strict deadlines that must be met.

**Grading Criteria**

The grading criteria is broken into two areas: academic performance (60%) and daily work ethic (40%). Academic performance includes skills such as: hands on tasks, technical reading, quizzes, tests, journals, etc. Daily work ethic is based on: attendance, punctuality, personal management, positive attitude, effort, cooperation, time management, safety practices, following directions. Further information on Grading can be found in the School Handbook page 3.

Academic Performance	60%
Daily Work Ethic	40%
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TOTAL	100%

## **Expectations and Policies:**

Visual communications prepares students for career success with better communication skills, professional behavior and media industry knowledge. It is a rigorous full year class that requires a commitment to professional behavior and proper care of expensive equipment. Equipment will be used in a studio environment in class as well as outside of class at approved school locations for required class projects.

I look forward to having your student in class and want to ensure they have the best experience possible. The following Student Contract will need to be signed by both student and parent/guardian so we are all on the same page.

Please contact me with any questions or concerns:

Casey Turner

Phone: 989-269-9284

Email: [cturner@huronisd.org](mailto:cturner@huronisd.org)

# Visual Communication I Student Contract

Casey Turner, Instructor

Huron Area Tech Center

## **Class Rules and Expectations**

- All students should be mature, motivated, and willing to broaden their understanding of the course material, and be ready, willing, and able to work hard every day. This course is demanding, and successful completion requires full determination and dedication from beginning to end.
- Respect your teacher, your classmates, and the equipment.
- Covid school polices will be enforced in classroom. Face-masks must be worn at all times (*if mandated by school*), hands must be washed when entering classroom, and social distancing followed whenever possible.
- Log onto the computer and begin the daily assignment upon entering the classroom.
- Be quiet and respectful when the teacher is talking or when a student is asking/answering a question.
- Cell phone use during class is strictly prohibited unless indicated by the instructor or during the designated break time. All students will put their cell phones in a designated area. If the phone is visible anywhere in the classroom other than the designated area or if the student is using the phone it's considered the first offense. The policy for these offenses are as follows:
  - 1st Offense - Device is taken and returned at the end of the class period
  - 2nd Offense - Device is held for parent's pick up at HATC office
- Food and drink are not allowed so as to protect the equipment.
- No profanity.
- Follow proper studio procedures and checkout protocols.
- Projects and assignments will have specific deadlines that must be met.
- All school policies and classroom rules will be rigidly enforced no exceptions.
- Students must be familiar with and abide by the guidelines in the Student Handbook pertaining to such areas as discipline, attendance, appearance, electronics policy, academic honesty, etc.
- Unless tardiness is excused, there will be one verbal warning, then points deducted for participation grade after first official verbal warning for tardiness.

## Equipment Rules:

- All equipment is property of the Huron Area Tech Center.
- All equipment must be signed out by student and parent/guardian in advance.
- Students signing out gear are responsible for it.
- Students will be held financially responsible for any damage they may cause to the equipment.
  - \* Equipment Values
    - Video Camera Kit (camera, mic, tripod): \$1500
    - DSLR Kit (camera, mic, lenses, tripod) : \$1500
    - Light Kit: \$1000
    - Audio Kit: \$500
- Anyone using equipment not signed out will be in violation of policy and face appropriate disciplinary action.
- All shooting locations must be approved in advance.
- Improper care of gear and vandalism can result in appropriate disciplinary protocols.

I \_\_\_\_\_, recognize the technical sophistication and expense of the equipment I am being entrusted to operate in Huron Area Tech Center Visual Communications. I acknowledge that it is a privilege I share with others and that there is a shared trust among us all to keep the hardware, software and equipment in good operating condition. My signature below constitutes my pledge that I will not damage, modify or disable the hardware, software or equipment in this facility, nor behave in a manner, which might lead to accidental damage to equipment or injury to others or me. I further understand that it is unlawful to copy or remove programs, reconfigure or tamper with the settings of the computers. I will use the computers for classroom work only; that does not include games, instant messaging or personal emails.

I am aware that it is my responsibility to check the equipment entrusted to me immediately at the beginning and end of each class. I will inform the instructor of any damage or problems that may exist. My signature on the line below acknowledges that if I am to check out equipment, I am responsible for its return in proper working order. I will not allow anyone other than myself to use the equipment I check out. I understand that I will be held **financially responsible** for any damage that I may cause to the hardware or equipment entrusted to my use. I further understand that I may be prevented from working with the equipment if I violate my pledge and fail to abide by the rules and regulations governing my use of technology at Huron Area Tech Center.

Please sign and date acknowledgement of these rules:

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_