Welcome to LTLE 372! Although the content of this course is delivered entirely ONLINE, it is a “hands-on” course that requires self-directed learning and your active participation. It is about making and doing rather than passively listening and observing. For this reason, you need to make sure you complete the assigned reading and learning modules on schedule, and allow yourself ample time to think about and create the course projects.

Over the course of this semester, you will be involved in design activities and projects that require you to design instructional images and provide peer review feedback to your classmates. Your work in this course will involve posting drafts of your designs as you create them, participating in peer review, and creating images for instructional purposes. The “shell” of your “portfolio” will be constructed during the first few weeks of class. This, then, will become the vehicle you use to post the projects you create in the course.

The content of this course is drawn from several disciplines - visual communication, instructional design, educational psychology, graphic design, human-computer interaction, and instructional media development, so your work will be informed by research in several fields.

Adjunct Professor: Joseline Castaños, Ph.D.
- Office Hours: Thursday 7pm-9pm or by appt.
  Virtual – Chat or WebEx in Canvas classroom
  [https://jmu.webex.com/meet/castanjd](https://jmu.webex.com/meet/castanjd)
- Cell: 301-233-1132
- [Linkedin](#)
- [Twitter](#)

Textbook: Available at the JMU Bookstore (or on Amazon).

White Space is Not Your Enemy, 3rd Edition
Course Catalog Description

This foundational course will cultivate the ability to evaluate and create conceptual visual representations. Students will practice the necessary critical attitude, principles, tools and feedback to develop their own high-quality graphics for learning and performance. Topics also include the impact of visual literacy on the learning process related to instructional design, instructional technology, and information presentation.

Course Goals and Objectives

Upon completion of the course, students should be able to:
• Describe, interpret, and compare images.
• Recognize the cognitive processes involved in translating words and images.
• Create visual and multimedia compositions, applying theories of mediated communication, historical knowledge, and social norms.
• Analyze, critique, and apply literature relevant to visual literacy.
• Explore professional associations that support research and discourse in visual literacy.

Course Content

• Foundations of visual literacy
• Principles of selection, organization, and integration of visual media
• Visual communication skills
• Approaches to good design: contrast, alignment, repetition, and proximity.
• Research support for visuals in education and performance instructional design
• Cognitive load theory
• Macro design theory
• Information processing theories
• Visual metaphors and analogies
• Hierarchy in the design process
• Type, shape, color, depth, and space as applied to visual images

Adding & Dropping Classes

Students are responsible for registering for classes and for verifying their class schedules in MyMadison. The deadline for adding or dropping a Fall Semester class is Tuesday, September 5, 2017. The last day to add with departmental permission is Thursday, September 14, 2017. For more information, see: https://www.jmu.edu/registrar/wm_library/fall_2017_bookmark.pdf

Inclement Weather Policy

James Madison University is primarily a self-contained campus that has many residential students requiring a variety of support services, regardless of inclement weather conditions or emergency situations. For the safety and well-being of its students and employees, the university may close or limit its services based on inclement weather or other emergencies. Refer to the following sources for information on closings or delays:
• JMU Weather Line: (540) 433-5300
• JMU radio station 1610AM
This is an online course, meaning that the instruction and assignments take place over the Internet using JMU’s Course Management system – Canvas and JMU’s virtual classroom – Webex. Canvas will be used to deliver course content, submit assignments, post grades, review the work of your peers, and communicate with each other. Webex will be used for our regularly scheduled class meetings.

The Canvas course is divided into Learning Modules that cover various topics in visual literacy. These Learning Modules contain assignments and projects that you will need to complete in a timely fashion to manage the course workload. Complete descriptions of assignments and accompanying rubrics can be found in the Canvas course. Please make sure you read the project guidelines and review the grading rubric PRIOR to beginning the project. This will save you a great deal of time and effort in unnecessary rework. Course requirements are as follows:

1. **Major Projects - 50%**
   - A design portfolio
   - A logo
   - A typographic project
   - A poster
   - An infographic
   - An interactive PowerPoint presentation
   - A picture book
   - A final presentation of your work
   
   Your design projects will be graded on your effective use of the design principles covered in class, the creativity employed in your projects, and your use of technology for the specific projects.

2. **Module Activities – 20%** - these are in-class and in-module learning activities you will submit for a grade. I expect students to put forth their best effort on these activities as they may be included in the final portfolio.

3. **Quizzes - 15%** – these are short quizzes composed of multiple-choice, multiple answer, matching, and true-false questions. There are roughly 15 to 20 questions per quiz. Each quiz is worth 25 points.

4. **Participation, including but not limited to - 15%:**
   - Attendance - *Class attendance is mandatory.* For this reason, it is best to attend class regularly and to be proactive in contacting me if you must miss class
because of illness or family emergency. If you do not contact me to let me know that you will not be in class, the absence will be an unexcused absence, and will affect your grade. If you have 3 unexcused absences, your grade will be dropped by one letter grade. **We will have in-class activities and if you miss these, they cannot be made up.**

- In-class discussions – in Webex. **To earn an A in the course, you must SPEAK during our Webex sessions.**
- Online discussions
- Peer Review - Required. Peer Review will occur prior to project submission. Peer reviews will be automatically assigned in Canvas the morning after projects are submitted for Peer Review on Wednesdays by midnight. You then have 2 days to provide feedback (due Fridays by midnight) and another 2 days to integrate the feedback into your final project. Final project submissions occur on Sunday evenings, by midnight.
- Reflection – this is an important component of this course. You will be asked to reflect on your work, what you are learning, and how your work is evolving.

**Important Note about Class Participation:**

Class participation is expected. Participation includes completing assigned readings, self-directed learning modules, and projects; participating in online discussions; participating in Peer Review, attending scheduled Webex sessions, and engaging in discussion (by using your voice) during our Webex sessions. Please notify me by phone, e-mail, or Gchat (joselinecastanos@gmail.com) if you are unable to participate in any of the scheduled synchronous sessions. You can also text me: 301-233-1132, but please let me know your identity so I know with whom I am speaking.

**PEER REVIEW OF PROJECTS PRIOR TO SUBMISSION IS REQUIRED.** Feedback is an important part of the design process. Therefore, you will be required to give and receive feedback before submitting your project for a grade. Drafts of projects need to be posted in Canvas by Wednesday evening. Canvas will automatically assign you 2 Peer Review Partners. Your feedback to your peers must be posted by Friday evening. Final projects (revised based on peer feedback) are due in Assignments in Canvas by midnight the Sunday before class. If you are tardy in posting your projects, or in giving feedback to your peers, your grade will be affected.

**Attendance and Participation**

**Attendance is required.** During class, we will have discussions about design, learn how to use design principles, and explore new technologies for creating instructional images. If you miss class, you will be missing a large part of the course content. **Participation is required.** In this online class where meetings occur in Webex, participation consists of speaking (not simply using the Chat window) during our
meetings. If you do not speak or participate during our weekly meetings, you will not be able to earn an A in the course. In addition, you will need to work through the learning modules posted in Canvas, complete assigned readings, participate in Peer Review, submit major projects on schedule; and complete module activities.

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A student’s participation in the work of a course is clearly a precondition to his/her receiving credit in the course. Because of the wide variety of courses and teaching methods at JMU, the university recognizes that the nature of a student’s participation in the work of a course cannot be prescribed on a university-wide basis. For this reason, classroom attendance is not a matter subject to regulation by the university. Attendance is a matter between the student and the faculty member.

Each instructor provides the attendance policy for his/her course.

### Instructional Methods

A variety of instructional methods will be used in this course, including:

- Demonstrations
- Online learning modules
- Self-directed learning
- Peer Review
- Cooperative Learning
- Cognitive Apprenticeship

### Other required materials

We will be using image editing software applications in this class such as, Sumopaint, GIMP, or Adobe Photoshop. Please understand that you will need to spend time learning an image editing application in this course and that this learning process can be very time consuming. This class will require you to download free trials of image creation software, OR use web-based versions of image editing Disability Accommodations.

### Disability Accommodations

JMU abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act, which mandate reasonable accommodations be provided for students with documented disabilities. If you have not already done so, you will need to register with the Office of Disability Services, the designated office on campus to provide services for students with disabilities. The office is the Student Success Center and you may call (540) 568-6705 for more information.

If you have a disability and require some type of instructional and/or examination accommodations, please let me know early in the semester so that I may provide the appropriate accommodation.
Religious Accommodations

All faculty members are required to give reasonable and appropriate accommodations to students requesting them on grounds of religious observation. The faculty member determines what accommodations are appropriate for his/her course. Students should notify the faculty by no later than the end of the Drop-Add period the first week of the semester of potential scheduled absences and determine with the instructor if mutually acceptable alternative methods exist for completing the missed classroom time, lab, or activity. Contact the Office of Equal Opportunity at (540) 568-6991 if you have additional questions.

Grading and Evaluation

As mentioned in the Course Requirements section of this course, you will be evaluated on the following:

- Major Projects – 50%
- Module Activities – 20%
- Quizzes - 15%
- Participation - 15%

The following grading scale will be used to determine grades in this course.

A: 95 – 100  
A-: 92 – 94.9  
B+: 89 – 91.9  
B: 86 – 88.9  
B-: 83 – 85.9  
C+: 80 – 82.9  
C: 77 – 79.9  
C-: 74 – 76.9  
D+: 70 – 73.9  
D: 65 – 69.9  
F: <65

This course practices something akin to a "mastery approach," meaning that I hope you master each section of the course before moving onto the next. The design and development processes are often long-term and iterative, meaning that nobody gets it right the first time.

“What does this mean for me?” It means that if you turn in an assignment by the deadline, you may resubmit it to address feedback. This is optional, unless you have received under an 80% percentage on the project, in which case resubmission is required. If you earn a grade above 95%, please do not resubmit your project for an improved grade. We are not “one and done,” so to speak, because very little of the design process in the real world operates that way. For you it’s a chance to improve your grade, but it’s not just about that. It’s about making sure you understand the concepts and how they tie together. It’s also about putting out the best products possible. If the first revisions still don’t work, we will discuss a plan forward.

Assignments turned in on time may be resubmitted. Late assignments may not be resubmitted. Missed in-class activities and module will not be accepted.

Academic Honesty

Making references to the work of others strengthens your own work by granting you greater authority and by showing that you are part of a discussion located within an intellectual community. When you make references to the ideas of others, it is essential to provide proper attribution and citation. Failing to do so is considered academically
dishonest, as is copying or paraphrasing someone else's work. The results of such behavior will lead to consequences ranging from failure on an assignment to failure in the course to dismissal from the university. Please ask if you are in doubt about the use of a citation. Honest mistakes can always be corrected or prevented.

Academic dishonesty is not limited to plagiarism. Other examples of academic dishonesty include cheating on tests or homework, taking an exam or writing a paper for someone else, and selling or uploading unauthorized documents from a class. Talk with your instructor if you have questions regarding academic honesty. The JMU Honor Code is available from the Honor Council website: http://www.jmu.edu/honor/code.shtml.

### Late Work Policy

Projects not submitted on the specified due dates will be accepted ONLY when 1) they are accompanied by documents that verify medical illness or other emergency for you or members of your immediate family or 2) you have negotiated with me well in advance of the due date to submit the project at a later date. Everything after that is a letter grade off each day it is late, and you lose resubmission privileges.
### Course Schedule

**Module Activities in BLUE**  
**Major Projects in RED**  
**Quizzes in PURPLE**

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### Date | Topic/Activity | Assignment
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**Week 14: Fit to Print** | 12/5, 12/7: WEBEX. Fit to print. An overview of papers & printing. Publishing. Wrap up. Revise all projects. | Complete Week 14: Fit to Print, WSINYE: Chapters 14, 15 DUE 12/6 by midnight: Well-designed slide presentations presentation (5 slides) for demonstration of final portfolios. DUE 12/6 by midnight: Draft of Picture Book for Peer Review. DUE 12/8 by midnight: Peer Review Feedback. DUE 12/10 by midnight: Picture Book.

**Week 15:** Final Exam Week | 12/12, WEBEX. Presentations. | Final Portfolios due 12/12 by midnight.

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The instructor reserves the right to amend the syllabus throughout the semester.