

VISUAL STORYTELLING

p. 1

Description An in-depth study of the power of storytelling in visual communication, emphasizing on creating meaningful visual contents that make emotional connections and result in a deeper engagement with the audience.

Objectives

- Lay the foundation of the principles of visual storytelling
- Choose the best visuals for telling stories through different media
- Understand story form and how to develop creative visual stories
- Learn to storyboard and develop the narrative

Content Through lecture, critique, computer lab time, and research, students will create design solutions for a series of projects. Final design will be developed from rough sketches to final completion, using hand rendering and electronic-based media (Illustrator, Photoshop, InDesign, and other software). It is a fundamental expectation that students will rise to the challenge of mastering the technical skills they need to achieve an effective and successful outcome.

Course Policies

- All work created in this class must be specifically for this class and this class only. It is not permitted to use class projects as a platform for producing professional work or projects intended to be submitted to other teachers.
- All visual materials used in your project must be your own work.
- Failure to turn in any project and assignment will automatically result in a fail grade.
- There will be no makeup for a project.
- Students are expected to turn all work in by the start of class on its due date. Any project not turned-in at the start of class is dropped one-half (1/2) letter grade. Projects will not be accepted after the due date. Revised projects (re-do's) will not be accepted.
- Incompletes are, on rare occasion, granted to students who are progressing towards a high passing grade (B to A range) but cannot finish the class due to unforeseen external circumstances—for example illness. To be granted an incomplete a student must have built a strong record of participation, attendance and deadline compliance and must request the Incomplete by e-mail at least 24 hours before the final class. A student granted an incomplete will be required to agree to a schedule of regular meetings and deadlines to finish the project. Incompletes are converted to failing grades if acceptable work is not completed by the agreed-to deadline. The teacher cannot set a deadline later than the registrar's published deadline.

Attendance Studio courses include substantial critique/discussion components. By their nature, they are dynamic educational environments—during critique periods and in the interaction of students on ongoing projects, the seminar provides resources and learning opportunities that cannot be “made up” by other means. In short, your attendance is just as important as mine. Therefore:

- Students are required to attend all class meetings, to arrive on time, and to stay for the duration of the class.
- Students must be completely prepared for class to be considered present, ie. they must have all necessary supplies and computer files and all ongoing (ungraded) projects with them.

VISUAL STORYTELLING

p. 2

- Students arriving 15 minutes or more late will be marked absent. Three tardy marks equals one absence. Students who leave before the class is dismissed will be marked absent.
- Students who are having difficulty with the attendance requirement may be asked to drop the class. Student who miss four or more classes in a row, and do not otherwise contact the teacher are subject to receiving an SA grade.
- For each absence beyond three absences your final course grade will be reduced one full letter grade from the earned level of all work for the course. For example: "B" quality design work for the semester with four absences results in a final course grade of "C." There are no excused absences.
- Absence, tardiness, and early departure is regarded as de facto evidence of non-participation.

Grading The course grade is determined by a careful assessment of your overall performance in the course that includes the following criteria:

- Attendance
- Prepared participation
- Constructive use of studio time
- Research
- Concept exploration and development
- Project revisions
- Craftsmanship/presentation
- Final outcome of each project

Participation, defined as attendance, meeting progress deadlines, participating in class discussions and critique: 20%

Project 1: 20%

Project 2: 15%

Project 3: 15%

Self-Chosen Project: 15%

Class presentation, contributions to the teaching archive, and other assignments: 15%

All grades are based on the scale:

A—excellent, B—good, C—average, D—poor, and F—failing

Textbook There is no required text for this class. However students are expected to do any necessary research to be successful in design projects.

References: *Visual Storytelling: Inspiring a New Visual Language*

by R. Klanten, S. Ehmann and F. Schulze, Gestalten

Gestalten; 1 edition (September 28, 2011) ISBN-13: 978-3899553758

Materials and Supplies

There is no set list of supplies. It will depend on your design decision on each project.

VISUAL STORYTELLING

University and School of Art Policies

Important University Dates:

Last day to add	September 5
Last day to drop (No Tuition Penalty)	September 5
Last day to drop (33% Tuition Penalty)	September 19
Final drop (67% Tuition Penalty)	September 29
Midterm progress reporting period (100-200 level classes) (grades available via Patriot Web)	September 25 - October 20
Selective withdrawal period	October 2 - October 27
Incomplete work fromspring/summer 2017 due to instructor	October 27
Thanksgiving Recess	November 22 - 26
Last day of classes	December 9

ArtsBus - Dates for Fall 2017

September 23	October 21	November 18
--------------	------------	-------------

ArtsBus Credit and Policies

You are responsible for knowing and following Artsbus policies and rules. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for important information regarding ArtsBus policy. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment. * If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300* Non-AVT majors taking art classes do not need Artsbus credit BUT may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

Visual Voices Lecture Series Fall 2017

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater:

<http://soa.gmu.edu/visualvoices/>

August 31...Simon Schwartz	Sept 14... Andy Birnbaum
Oct 5...Patricia Bello-Gillen	Oct 19...Sadie Barnette
Nov 11... Walter Kravitz	

Students with Disabilities and Learning Differences

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide your instructor with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

VISUAL STORYTELLING

p. 4

Cell Phones

School of Art Policies in accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity

This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

Statement on Ethics in Teaching and Practicing Art and Design

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Open Studio Hours

SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

Official Communications via GMU E-Mail

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Attendance Policies

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Honor Code

Students in this class are bound by the Honor Code, and are responsible knowing the rules, as stated on the George Mason University website' Academic Integrity page (<http://oai.gmu.edu/the-mason-honor->

VISUAL STORYTELLING

p. 5

code-2/). “To promote a stronger sense of mutual responsibility, trust, and fairness among all members of the Mason community, and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work. Mason’s Commitment: To create an environment that is innovative, diverse, entrepreneurial, and accessible-helping you avoid accidental or intentional violations of the Honor Code.”

Writing Center

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis. The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.