

Wayland Mission Statement

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

Contact Information

Course: MISM 5340 <<VC01> – Visual Communication

Campus: <<WBUonline >>

Term/Session: <<Fall 1 2026>>

Instructor: <<Dr. Kenroy Wedderburn>>

Office Phone Number/Cell #: <<(347)279-2369>>

WBU Email Address: kenroy.wedderburn@wayland.wbu.edu >

Office Hours, Building, and Location: <<By Appointment>>

Class Meeting Time and Location: <<Online Asynchronous>>

Catalog Description:

Advanced use of electronic tools for graphic design desktop publishing and presentation. Skills are further developed while using a variety of associated hardware and software tools.

Prerequisite:

None

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Visual Communication</u>	Page/Duffy	2nd	2021	Wiley-Blackwell	9781-11922-7304

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.*

Optional Materials: <N/A>

Course Outcome Competencies:

- Critically analyze the historical evolution of graphic production techniques and evaluate their influence on contemporary visual communication practices.
- Assess the uses and effectiveness of various AI and digital software tools in creating high-quality graphic production outputs.
- Synthesize and critique electronic composition and production methods to optimize project quality, efficiency, and aesthetic value.
- Integrate principles of visual aesthetics, accessibility, and user experience into a graphic design project.

Attendance Requirements

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WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

University Policies

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence: reference one of the following in regard to how generative artificial intelligence (GAI) such as ChatGPT may or may not be used in this course: Choose A, B or C and delete the others.

A. No use of any generative AI tools permitted.

- i. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity

- policies for the course and WBU.
- ii. All assignments must be fully created, designed, and prepared by the student(s).
 - iii. Any work that uses generative AI will be treated as plagiarism.

Disability Statement: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria

The breakout for grades is as follows:

- Required Assignment 2%
- Assignments 68%
- Discussions 10%
- Final Project 15%
- Bible Integration 5%

Student Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

Tentative Schedule

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Week # / Class Dates	Assignments	Due Dates
1 Aug 10	Req'd Assgn (In Blackboard)	Wed Aug 12
	Assignments (See Blackboard)	Sun Aug 16

2 Aug 17	Assignments (See Blackboard)	Sun Aug 23
3 Aug 24	Assignments (See Blackboard) Discussion #1	Sun Aug 30
4 Aug 31	Biblical Integration Assignments (See Blackboard)	Sun Sep 6
5 Sep 7	Assignments (See Blackboard)	Sun Sep 13
6 Sep 14	Assignments (See Blackboard) Discussion #2	Sun Sep 20
7 Sep 21	Final Project (See Blackboard)	Sun Sep 27
8 Sep 28	Final Project (See Blackboard)	Sun Oct 4

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Additional Information

<< i) Please include the course number (MISM5340) on the subject line of your emails to me for quick turnaround. Typical turnaround time for responses are within 24 hours during the week and 48 hours on weekends.

ii) **Late Policy** – Except for the last week of class - I will accept assignments up to a maximum of one week late (points will be deducted at a rate of -5 for each day late). No assignments will be accepted after the one week deadline (other than in extreme situations). No late assignments are accepted for the last week of class.

iii) **Make-Up Policy:** No makeup work will be assigned for this course.

iv) Assignments should only be submitted using Blackboard. Assignments must be formatted as a Microsoft Office file (even if not produced using Microsoft Office) or a PDF file.

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