# Wayland Logo

WBU Online Campus

School of Business

# 2. UNIVERSITY 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.

# 3. COURSE NUMBER & NAME:

MISM 5340-VC01, Visual Communication

# **4. TERM**:

Spring 2 2022

# **5. INSTRUCTOR**:

Dr. Sammy J. Van Hoose

# **6. CONTACT INFORMATION**:

Cell phone: 806-777-0569 (Please do not call this number between 9:00 P.M. and 9:00 A. M. unless it is an emergency)

WBU Email: [VanHoose@WBU.EDU](mailto:VanHoose@WBU.EDU) (Email addresses are not case sensitive):

# **7. OFFICE HOURS, BUILDING & LOCATION**:

I am Online. Office Hours are 9:00 A.M. to 9:00 P. M. Monday through Saturday. I keep minimum hours on Sunday. You may reach me via email at [VanHoose@WBU.EDU](mailto:VanHoose@WBU.EDU), by text message at 806-777-0569 or by calling 806-777-0569. I prefer email or as a secondary means text message. If you have an emergency, please call me then follow up with an email when you have a chance.

# **8. COURSE MEETING TIME & LOCATION**:

# Online Assignments, quizzes, exams, etc. will have due dates of midnight (11:59 P.M., Central, -6, time zone, on the Saturday after the assignment is made. Assignments, etc. will not be due on Sundays’.

# **9. 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.

# 10. PREREQUISITE:

MISM 5306

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Non-Verbal Communication in Human Interaction ebook | Knapp, Hall, Horgan | 8th | 2014 | Cengage | 9781-28550-6203 | 12/12/17 |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* List the uses for the various hardware associated with graphic production.
* Explain the history of graphic production techniques
* Explain the design process.
* Explain the process of electronic page composition and production.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

In this class, students will be evaluated according to performance in the following categories:

* Two exams (Mid-term and Final)
* Assignments
* Research Paper
* Course Participation

The breakout for grades is as follows:

* Exams 30%
* Assignments 30%
* Research Paper 30%
* Course Participation 10%

Grade achievement levels are as follows:

Grade Range

A 90%+

B 80-89%

C 70-79%

D 60-69%

F 0-59%

**17.1 Include Grade Appeal Statement:** “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/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.”

# 18. TENTATIVE SCHEDULE

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week Ending | **Topics** | **Chapter**  **Readings** | **Notes** | **Assignments** |
| **1**  **Mar. 14 – 19** | Non-Verbal Communication: Basic Perspectives | Chapter 1  Quiz 1 | Statement of Understanding due Mar. 24, 2021 | Check in Blackboard |
| **2**  **Mar. 21 - 26** | The Roots of Nonverbal Behavior  The Ability to Receive and Send Nonverbal Signals | Chapter 2  Quiz 2  Chapter 3  Quiz 3 |  | Check in Blackboard |
| **3**  **Mar. 28 – Apr. 2** | The Effects of the Environment on Human Communication  The Effects of Territory and Personal Space on Human Communication | Chapter 4  Quiz 4  Chapter 5  Quiz 5 |  | Check in Blackboard |
| **4**  **Apr. 4 - 9** | The Effects of Physical Characteristics on Human Communication  The Effects of Gesture and Posture on Human Communication | Chapter 6  Quiz 6  Chapter 7  Quiz 7 | **Mid-Term Exam**  **Due by Midnight (11:59 P.M.) Apr. 17** | Check in Blackboard |
| **5**  **Apr. 11 - 16** | The Effects of Touch on Human Communication  The Effects of the Face on Human Communication | Chapter 8  Quiz 8  Chapter 9  Quiz 9 | **Research Paper Draft due by Midnight (11:59 P.M.) Apr. 24** | Check in Blackboard |
| **6**  **Apr. 18 - 23** | The Effects of Eye Behavior on Human Communication  The Effects of Vocal Cues that Accompany Spoken Words | Chapter 10  Quiz 10  Chapter 11  Quiz 11 |  | Check in Blackboard |
| 7  **Apr. 25 - 30** | Using Nonverbal Behavior in Daily Interaction  Nonverbal Messages in Special Contexts | Chapter 12  Quiz 12  Chapter 13  Quiz 13 | **Research Paper due by Midnight (11:59 P.M.) Apr. 30, 2022** | Check in Blackboard |
| **8**  **May 2 - 7** | Final Exam |  | **Final Exam**  **Due by Midnight (11:59 P.M.) May 7** | Check in Blackboard |

# 19. ADDITIONAL INFORMATION

**General Information:**

This syllabus contains a general overview of the course only. It should NOT be considered as a substitute for reading and understanding all the pages of this web site.

**The subject of ALL your email shall be MISM 5340 VC01 Spring 2 2022 and include your first and last names in the email body. Email without this information as the Subject line will not be read or responded to.**

***Once you have read and understood everything contained in the syllabus, you are required to submit an email containing all of the following:***

**1. Your Full Name**

**2. Term: Spring 2 2022**

**3. Course Number and Section (MISM5340VC01)**

**4. Date**

**5. A Statement of Understanding as follows:**

**"I have read the syllabus for this course. I understand the course requirements and procedures. Since grades are an indicator of personal effort and performance, I understand that it is my responsibility to earn the grade I desire in this class." (*This statement must be verbatim*.)**

**Additional Statements:**

“This class will adhere to zero tolerance for using someone else’s work as your own.”

You may **NOT** submit a paper you submitted in another course for grade.

“Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.”

**Posting of Grades**: Final grades will be posted in IQ Web and Blackboard.

**Teaching Methods**:   
1. Assignments: Also look at **Guidelines for Homework Assignments** listed below.

Subjects are chosen so that they will not be able to be answered adequately in not less than 300 words and will be consistent with the APA style of writing. Failure to provide References and Citations will result in a grade of “0” for the Assignment. Decision on the adequacy of an answer is the instructor's. It is not subject to debate.

Assignments are graded on a 100-point scale. Assignments and Quizzes are due by midnight (11:59 P.M. Central Time) the first Saturday after the assignment is made. They will be considered late, after midnight of date due, and a deduction of 20 points per week will be taken.

**Assignments will be submitted through Course Content in Blackboard. The file name WILL be Last Name and Assignment number. The way to do this is to create the file and save it. Then attach the file to the appropriate place in Blackboard. Assignments copied and pasted or created in Blackboard will be graded as such and no consideration will be made for format changes to your documents.**

**Assignments not submitted through Blackboard, as indicated above will not be accepted.**

**If you have not done so I suggest you make sure your Wayland email account is working correctly. If I send you an email it will be to your email account. If you send me an email from your private email account, I will respond to your private email account. Be advised that your Wayland email account is the preferred email account to use for this course.**

**If wish to communicate with me please do so by email at** [**VanHoose@wbu.edu**](mailto:VanHoose@wbu.edu) **(I do NOT return phone calls). If you absolutely must talk to me on the phone call me during the office hours listed above or call 806-777-0569 (please do not call this number between the hours of 9:00 P.M. and 9:00 A.M. or on Sunday unless it is an emergency.**

2. Exams:

Exams will be presented on Blackboard. There will be a Mid-Term and a Final Examination. Each will cover the material listed on the schedule. The final is NOT comprehensive. Exams are administered online in Blackboard and do not require proctors. You will receive an immediate feedback on your score on the objective portion of the exam, but the essays will have to be graded by me on an individual basis whereupon you will receive the total exam score.

**Keep a copy of your work until the end of the course; recording errors may occur.**

**Guidelines for Homework Assignments**

**Goals:**

Success in your career will depend greatly on your written and oral communication skills. Our school recognizes the need for students to develop proficiency in these skills, and requires all students to submit a research paper and/or provide an oral presentation in each class in this department.

**Format:**

The homework assignments **will consist of *not less than 1 page* (standard double-spaced with 1 inch margins all around) of TEXT in length *(Title Pages, Tables of Content, figures, pictures, graphs, and references will not be counted as text.*  *Title Page is required. Table of Contents is not required; an Abstract is not required.)* At this point, let me remind you that if you use Microsoft Word to produce your paper, its default is 1.25 inches, and you need to change it to one inch.  Use only 12 point Times New Roman font on your papers. This will keep paper length consistent for everyone.  Since a word processor is likely to be used in preparation of the paper, it is expected that there will be NO spelling errors. I will caution you that ‘Spell Check’ will not catch words spelled correctly but not in the correct context. Accuracy is important. Grammar and spelling errors will be penalized at 1 point per occurrence. Clarity can affect understanding. If your work is difficult to understand, the content is questionable.**

**Proper credit for references used will be included and will be cited within the paper as well as in a *References page*. There will be at least two (2) outside references used (the text book does not count as one). In other words, you will have to do some research to back up your conclusions.**

**Note: The APA style of writing has a References page. It does not have a Works Cited page or Bibliography.**

**Papers will be consistent with the APA style manual format. (The requirement for APA style of writing will be worth at least 30% of your grade.)**

**In the Main Menu section of Blackboard is a rubric that will be used to grade Research Paper. The rubric will also be used for homework assignments.**

**There is also a link to the Wayland Library (LRC) and one to the Wayland Writing Center if you need help. I am also available via email.**

**Topics:**

**As listed in Assignments in Blackboard.**

**Attribution:**

**All works and illustrations used in your paper must be cited; this means crediting the source where you found the information you used to support your work. If you fail to give credit for copyrighted information you present as your own work; that constitutes plagiarism, and will be penalized by a zero for the project. ALL statements of fact MUST be supported by references and citations.**

**NOTE: An author must be a person and the date is the year of publication.**

**Citations should be in the format: (Author(s), date) or if for a quote (Author(s), date, page). If the Reference is no longer than one (1) page the citation for a quote should be (Author(s), date, paragraph). If citations are not correct a minimum of 10% will be deducted.**

**References – This is the source material you used to support your research project. Sources without an author and/or date should not be used. Look in the APA manual or in the Wayland Writing Center/Research and Writing Guides. If References are not correct a minimum of 10% will be deducted.**

**If neither references nor citations are given for your research for Homework Assignments your score will be 0 for the Assignment.**

**NOTE 1: References without an author (person) and a date (year of publication) will not be accepted (This means references must have both).**

**NOTE 2: ALL weeks’ end on Saturday. I will not assign work to be completed on Sunday. All assignments and quizzes for each week are due by 11:59 P.M., midnight, on the Saturday ending the week. Exams are due on the dates scheduled.**

**Guidelines for Research Papers**

**Goals:**

**Success in your career will depend greatly on your written and oral communication skills. Our school recognizes the need for students to develop proficiency in these skills, and requires all students to submit a research paper and provide an oral presentation in each class in this department.**

**Format:**

**The Research Paper will consist of *not less than 10 pages* (standard double-spaced with 1 inch margins all around) of TEXT in length *(Title Pages, Tables of Content, figures, pictures, graphs, and references will not be counted as text.*  *Title Page is required. Table of Contents is not required; an Abstract is required.)* At this point, let me remind you that if you use Microsoft Word to produce your paper, its default is 1.25 inches, and you need to change it to one inch.  Use only 12 point Times New Roman font on your papers. This will keep paper length consistent for everyone.  Since a word processor is likely to be used in preparation of the paper, it is expected that there will be NO spelling errors. I will caution you that ‘Spell Check’ will not catch words spelled correctly but not in the correct context. This is not an English class. However, accuracy is important. Grammar and spelling errors will be penalized at 1 point per occurrence. Clarity can affect understanding. If your work is difficult to understand, the content is questionable.**

**Proper credit for references used will be included and will be cited within the paper as well as in a *References page*. There will be at least eight (8) outside references used (the text book does not count as one). In other words, you will have to do some research to back up your conclusions.**

**Papers will be consistent with the APA style manual format. (The requirement for APA style of writing will be worth at least 30% of your grade.)**

**In the Main Menu section of Blackboard is a rubric that will be used to grade Research Paper.**

**There is also a link to the Wayland Library (LRC) and one to the Wayland Writing Center if you need help. I am also available via email.**

**Topics:**

**Any topic relevant to the course subject matter is acceptable.**

**Drafts:**

**Drafts of your paper may be submitted in Safe Assign (Draft) in the Course Content of Blackboard. I will comment on the paper and return it to you for corrections.**

**Attribution:**

**All works and illustrations used in your paper must be cited; this means crediting the source where you found the information you used to support your work. If you fail to give credit for copyrighted information you present as your own work; that constitutes plagiarism, and will be penalized by a zero for the project. This includes any paper that you may have written and submitted in any other class for grade. ALL statements of fact MUST be supported by references and citations.**

**NOTE: An author must be a person and the date is the year of publication.**

**Citations should be in the format: (Author(s), date) or if for a quote (Author(s), date, page). If the Reference is no longer than one (1) page the citation for a quote should be (Author(s), date, paragraph). If citations are not correct a minimum of 10% will be deducted.**

**References – This is the source material you used to support your research project. Sources without an author and/or date should not be used. Look in the APA manual or in the Wayland Writing Center/Research and Writing Guides. If References are not correct a minimum of 10% will be deducted.**

**If neither references nor citations are given for your research for Homework Assignments your score will be 0 for the Assignment.**

**NOTE: Sources without an author (person) and a date (year of publication) will not be accepted.**

**Mandatory Insert for Syllabus**

**Wayland Classroom Protocols, Fall 2020:**

Please share the following with students at the beginning of your first class as a reminder of current Wayland protocols. (These practices also apply to all Wayland employees.)

* All students taking a class during the fall 2020 term must complete the [Wayland Health Survey](https://www.wbu.edu/notification-pages/Health%20Survey%20COVID.pdf).
* Anyone who experiences a change in health as it relates to COVID-19 symptoms or exposure must complete a new survey and visit with the Wayland Director of Health Services, Coralyn Dillard RN, MSN, CDE, 806-729-6336.
* **All students must wear a face covering over nose and mouth while on a Wayland campus.\*** It is the responsibility of students to provide their own mask/face covering and to wash cloth masks regularly. If a student does not bring a face covering to class, he or she will be asked to leave the facility and can only return to class with the appropriate face covering.
* There should be no physical contact between individuals (such as handshakes or hugs), and no sharing of handheld objects. Additionally, students should practice appropriate etiquette and hygiene to reduce exposure to any virus by:
  + Wearing a face covering over nose and mouth in all public and classroom settings
  + Maintaining a physical distance from others of at least 6 feet
  + Covering coughs and sneezes, preferably by using the bend of the elbow
  + [Washing hands](https://www.cdc.gov/handwashing/when-how-handwashing.html) often with soap and water, and not touching eyes, nose, and mouth
  + Avoiding contact with people who are sick, even inside personal residences
* Students must clean their desk or other learning space prior to being seated for each class—hydrogen peroxide wipes will be available. After class, students should exit the room promptly and take social conversations outside whenever possible.
* Everyone must self-monitor their health; take your temperature each morning if possible. Instructors or students experiencing any COVID-19 symptoms should not come to class or stay in class. If students begin to experience or exhibit symptoms during class, they will be asked to 1.) exit the class and the facility, 2.) report their symptoms to the Director of Health Services 806-729-6336, and 3.) visit their healthcare provider.
* Communicate with your instructor—preferably via your Wayland email—to make them aware of class absences. If you maintain active communication with your instructor, she or he will be able to assist you in keeping up with coursework.
* The above University and classroom protocols are in place to protect students, employees, and guests. As it is an important and serious matter, incidents of non-compliance may be viewed as grounds for student conduct sanctions up to and including suspension.
* Everyone in this class is depending on one another to follow these guidelines to help keep us all safe. Thanks in advance for your cooperation!

\*Professors teaching a class, anyone giving a speech, or anyone medically (physically or mentally) compromised who cannot wear a facemask may wear a face shield. Medically compromised individuals must submit a doctor’s note to the Director of Health Services.