**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**

**:** <<Spring 2 2023>>

**Instructor**

**:** << Dr. Sammy J. Van Hoose>>

**Office Phone Number/Cell #**

**:** <<(806) 777-0569>>

**WBU Email Address**

**:** <<vanhoose@wbu.edu>>

**Office Hours, Building, and 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.>>

**Class Meeting Time and 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’.>>

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Non-Verbal Communication in Human Interaction ebook | Knapp, Hall, Horgan | 8th | 2014 | Cengage | 9781-13331-1591 |

*The textbook for this course is part of the* ***Wayland’s Automatic eBook*** *program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore* [*Automatic eBook FAQ*](https://bookstore.wbu.edu/site_inclusive.asp) *page.*

**Optional Materials**

**:** <<None>>

**Course Information**

**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

**Course Outcome 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.

**Attendance Requirements**

**<<**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**

**Statement on Plagiarism and 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.

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

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Dr. Trish Ritschel-Trifilo, [trifilot@wbu.edu](mailto:trifilot@wbu.edu) or call (806) 291-3745.

**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.

**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%.>>

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**Tentative Schedule**

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| --- | --- | --- | --- | --- |
| Week Ending | **Topics** | **Chapter**  **Readings** | **Notes** | **Assignments** |
| **1**  Mar. 27 – Apr. 1 | Non-Verbal Communication: Basic Perspectives | Chapter 1  Quiz 1 | Statement of Understanding due Mar. 19, 2022 | Check in Blackboard |
| **2**  Apr. 3 - 8 | 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**  Apr. 10 - 15 | 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. 17 - 22 | 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. 9, 2022** | Check in Blackboard |
| **5**  Apr. 24 - 29 | 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. 16, 2022** | Check in Blackboard |
| 6  May 1 - 6 | 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**  May 8 - 13 | 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 15 - 20 | Final Exam |  | **Final Exam**  **Due by Midnight (11:59 P.M.) May 7, 2022** | Check in Blackboard |

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**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:**

The topic of this paper will be Christian Ethics in Business.

**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.**

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