

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 II 2025

Instructor: Dr. Lisa Bryan

Office Phone Number/Cell #: 910-247-4410 Home Office

WBU Email Address: lisa.bryan@wayland.wbu.edu

Office Hours, Building, and Location: Monday evening 5 p.m. – 7 pm Central time

Class Meeting Time and Location: Online only – zoom meetings available by request

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: None

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

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:**A. Generative AI tools permitted in specific context and with proper citations.**

- i. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.
- ii. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.

- iii. Specific parameters for generative AI usage are provided by the instructor.
- iv. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

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

Assignments 80%
 Biblical Integration 5%
 Final Project 15%

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

Week	Visual Communication
1	Statement of Understanding Assignment 1 Assignment 2
2	Assignment 3 Assignment 4
3	Assignment 5 Assignment 6
4	Assignment 7 Assignment 8
5	Assignment 9 Assignment 10

6	Assignment 11 Assignment 12
7	Final Project
Final	Final Project

Additional Information
