Course Change Request

Date Submitted: 02/11/18 10:05 am

Viewing: EDTC 621 : Graphic Communication and Interface Design

Last edit: 02/13/18 8:28 am
Changes proposed by: gbyrns

Catalog Pages referencing this course

EDTC - Educational Technology

Programs referencing this course

CERT-CG13: Digital Humanities - Certificate

Faculty Senate Number

Contact(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glenda Byrns</td>
<td><a href="mailto:gbyrns@tamu.edu">gbyrns@tamu.edu</a></td>
<td>9798622289</td>
</tr>
</tbody>
</table>

Rationale for Course

The proposed changes are part of a routine curriculum review.

Course prefix       EDTC       Course number   621
Department          Educational Psychology
College/School      Education & Human Development
Academic Level      Graduate
Academic Level (alternate) Undergraduate
Effective term      2018-2019

Complete Course Title

Graphic Communication and Interface Design

Abbreviated Course Title

GRAPHIC COMM & INTERFACE DSN

Catalog course description

Effective communication using visual channel humans use to process information; application of research findings and design principles to the effective design of graphical displays to communicate functionality and structure; critical analysis of the interfaces of everyday objects and e-learning resources; includes flawed interfaces, elegant design solutions, user-centered design and usability.

Prerequisites and Restrictions

Graduate classification; approval of department head.

Concurrent Enrollment

No

Should catalog prerequisites / concurrent enrollment be enforced?

No

In Workflow

1. EPSY Department Head Review
2. Curricular Services Review
3. ED Committee Preparer GR
4. ED Committee Chair GR
5. ED College Dean GR
6. GC Preparer
7. GC Chair
8. Faculty Senate Preparer
9. Faculty Senate
10. Provost II
11. President
12. Curricular Services
13. Banner

Approval Path

1. 02/12/18 11:08 am Shanna Hagan-Burke (shaganburke): Approved for EPSY Department Head
2. 02/13/18 8:28 am Sandra Williams (sandra-williams): Approved for Curricular Services Review
3. 02/13/18 3:47 pm Melanie Robideau (mrobideau): Approved for ED Committee Preparer GR
4. 02/13/18 3:59 pm Beverly Irby (birby): Approved for ED Committee Chair GR
5. 02/13/18 4:00 pm Beverly Irby (birby): Approved for ED College Dean GR
6. 02/16/18 12:51 pm Meghan Kelly (meaghankelly): Approved for GC Preparer
7. 03/01/18 3:14 pm LaRhesa Johnson (ljohnson): Approved for GC Chair

https://nextcatalog.tamu.edu/courseleaf/approve/
Semester: 3
Credit Hour(s): 3
Contact Hour(s): 3 (per week):
Lecture: 3
Lab: 0
Other: 0
Total: 3

Repeatable for credit? No
Three-peat? No
CIP/Fund Code: 1305010004
Default Grade Mode: Letter Grade (G)
Alternate Grade Modes: Satisfactory/Unsatisfactory
Method of instruction: Lecture
Will sections of this course be taught as non-traditional? (i.e., parts of term, distance education) Yes

Learning Outcomes:

Meets traditional face-to-face learning outcomes.

Describe how learning outcomes are met or provide justification why they are not met.

This course is part of the Educational Technology M.Ed. program, which is an online-only program. There is no face-to-face version of this course, but if there were, the learning objectives would be the same. Program faculty collaborate to ensure that course objectives are rigorous and comprehensive.

Hours:

Meets traditional face-to-face hours.

Describe how hours are met or provide justification why they are not met.

Graduate courses in the Educational Technology program are designed to require approximately 12 hours of work per week to complete. In this course, this includes time for readings, online discussions, small group collaboration, interaction with instructor, and completion of unit assignments. Interaction with the instructor as well as other students is ongoing. This is a project-based course. The same projects would be used if the course was taught face-to-face.

Will this course be taught as a distance education course? Yes No

I verify that I have reviewed the FAQ for Export Control Basics for Distance Education. Yes No

Is 100% of this course going to be taught in Texas? Yes

Will classroom space be needed for this course? No

This will be a required course or an elective course for the following programs:

Required (select program)
Elective (select program)
Course Syllabus

Syllabus: Upload syllabus
Upload syllabus: [EDTC 621Syllabus2018.docx]

Letters of support or other documentation: No
Additional information:
Reviewer Comments:
Reported to state: No
Course Description

According to Dual-Coding Theory, humans process information through two distinct channels: one for verbal information and the other for visual information. In this course, we focus on effective communication using the visual channel. Students apply research findings and design principles to the effective design of graphical displays to communicate functionality and structure and the critical analysis of the interfaces of everyday objects and e-learning resources. Issues addressed include flawed interfaces, elegant design solutions, user-centered design, and usability testing.

Instructor

Susan Pedersen, Ph.D.
Harrington room 643
spedersen@tamu.edu
512-633-2206
Skype: susan-pedersen

Course Prerequisites

In order to register for this class you must have graduate student status at Texas A&M University. You do not need to have prior experience in education, graphic design, instructional design, or experience in learning high end software development applications, though background knowledge in these areas will help you to get the most out of this course.

Learning Outcomes

By the end of the course, you should be able to:

- create instructional materials that use graphics to carry a substantial part of the message
- recognize flaws in a design
- critique a variety of materials using concepts and terminology from the field of graphics communication
- explain what user-centered design is and what it means for the design of interfaces of instructional materials
- design a usability test of an instructional resource and report results and suggestions for revisions
Meeting Times and Locations

This class is held entirely online and can be completed by students living at a distance from Texas A&M. There is no regular meeting time for the entire class, but students work in groups that have weekly meetings via videoconference. It is up to group members to decide when they will meet, and students who must miss a meeting can complete an alternative assignment. The remainder of the course can be completed asynchronously.

Texts


Software

You will need to develop graphics for this class. If you already use a graphics program, you are welcome to continue using it. If not, then you might consider investing in Adobe Photoshop and spend time learning how to use it this semester.

Course Requirements

The following are the graded assignments for the course. Detailed instructions for these assignments can be found within the course materials in eCampus.

- Unit Projects: Each of the five units in this course has an assigned project, and together they total 80 points of your final grade. Detailed explanations of these projects are included in the unit materials.
- Peer Group Contribution: You will be assigned to a group at the beginning of the semester and will work with that group throughout the semester. At the end of the semester students will be asked to assess the contributions of their groupmates. Their assessment is worth 20 points of your final grade.

Grading

There is a total of 100 points distributed across the assignments in the course. Grades on all assignments are reported in the gradebook in eCampus. Final grades are based on the following:

- A = 90-100
- B = 80-89
- C = 70-79
Time Requirements

Regular 3-credit graduate courses are expected to require approximately 12 hours each week throughout the semester. Every attempt has been made to design this course so that you can complete the course assignments within that amount of time, though this will vary for individuals. Success in this class is largely dependent on your ability to commit the necessary time to your work, so plan your time with this commitment in mind. Online courses require good time management skills. It is strongly recommended that you examine the assignments and set self-imposed deadlines for the various tasks.

Late Work

Work in this course needs to be completed and submitted on time. There are two reasons for this. First, this course includes online interaction among class members and peer feedback on designs; in order to have meaningful interactions, it is necessary for all class members to be prepared to participate in certain activities at the same time. Second, turning in one assignment late impinges on your ability to complete the next assignment on time. If you plan to be unable to work on the course for a few days, complete the assigned tasks beforehand. Obviously unforeseen events do arise that may prevent you from accomplishing a task on time. This may result in the deduction of a point or two from your grade, but if this is a rare occurrence and your work for this class is otherwise excellent, it should make no difference in your final grade for the course. It is only when work is frequently late and/or the quality of the work is consistently below standard that your final grade will suffer. In those rare circumstances where an emergency takes you away from the course for an extended period, arrangements can be made with the instructor to do an alternative assignment at the end of the semester. Grades of "INCOMPLETE" will be given only for certifiable medical reasons or in other extraordinary circumstances arranged in advance.

Code of Integrity

The Aggie Honor Code states

“An Aggie does not lie, cheat, or steal or tolerate those who do.”

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor System. Ignorance of the rules does not exclude any member of the TAMU community from the requirements or the processes of the Honor System.

For additional information please review the University Aggie Honor Code. The guiding principle of academic integrity is that a student’s submitted work must be his/her own. It is especially important that you recognize what plagiarism is and that you avoid it in your own work. As commonly defined, plagiarism consists of
passing off as one’s own the ideas, words, writings, etc., which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you should have the permission of that person. Plagiarism is one of the worst academic sins, for the plagiarist destroys the trust among colleagues without which research cannot be safely communicated. If you have any questions regarding plagiarism, please consult the latest issue of the Texas A&M University Student Rules. To avoid plagiarism, make sure that if you draw on the work of another, you cite that work. The publication manual for the American Psychological Association should be consulted regarding appropriate methods for citing the works of others and the style and format for presenting literature references.

It is expected that all course products will consist of work done specifically for this course. Products completed for previous or concurrent course credit cannot be used for this course. If you wish to continue a theme or content area used in another course, inform the instructor and supply any requested existing materials at the start of this course. Any intended projects relating to other courses should be approved at the start by all instructors and should reflect unique elements and sufficient development effort for all courses involved.

**Americans With Disabilities**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information, visit [http://disability.tamu.edu](http://disability.tamu.edu).

**Course Schedule**

The following is a tentative schedule of major assignments for the course. Changes will be made based on the needs of the class. Please refer to the page posted each week for detailed explanations of the tasks for each week.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics and Major Assignments</th>
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<tbody>
<tr>
<td>1 (Aug. 28- Sept. 2)</td>
<td>Unit 1: The Visual Channel</td>
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<tr>
<td>2 (Sept. 3 - 9)</td>
<td>Design Project 1 due</td>
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<td>3</td>
<td>Unit 2: Learning Theory and Graphics</td>
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<tr>
<td>(Sept. 10 - 16)</td>
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<td>4 (Sept. 17 - 23)</td>
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<tr>
<td>5 (Sept. 24 - Sept. 30)</td>
<td>Design Project 2 due</td>
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<tr>
<td>6 (Oct. 1 - 7)</td>
<td>Unit 3: Visualizing Different Types of Content</td>
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<td>7 (Oct. 8 - 14)</td>
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<tr>
<td>8 (Oct. 15 - 21)</td>
<td>Design Project 3 due</td>
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<tr>
<td>9 (Oct. 22 - 28)</td>
<td>Unit 4: User-Centered Design</td>
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<tr>
<td>10 (Oct. 29 - Nov. 4)</td>
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<tr>
<td>11 (Nov. 5 - 11)</td>
<td>Design Project 4 due</td>
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<tr>
<td>12 (Nov. 12 - 18)</td>
<td>Unit 5: The Learner Experience</td>
</tr>
<tr>
<td>13 (Nov. 19 - 25)</td>
<td>(Thanksgiving Break: Nov. 26 - 27)</td>
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<td>14 (Nov. 28 - Dec. 2)</td>
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<tr>
<td>15 (Dec. 3 - Tuesday, Dec. 5)</td>
<td>Design Project 5 due</td>
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