

ZUR589w Visual Literacy in Mass Communication

UPDATED

Week 9 – Nov 16

Advertising

Take Quiz 2

Homework for next week:

- **Readings** - Complete Week 10 Advertising readings
Reading Reaction Due Thursday, Nov 22 by midnight, uploaded into IS
- **Visual Culture-Jam Exercise** Due Friday, Nov 23 before noon, uploaded into IS

Week 10 – Nov 23

Online class – no meeting in classroom (Prof Page will be in Prague for required Fulbright meeting)

- **Discussion Forum – Now Open** (see instructions in “Learning Materials”). Final Project proposal post due end of day Nov. 23. Replies to all students’ posts due by end of day Nov 26.
- **Final Project PROPOSAL** Due Wednesday, Nov 28 end of day, uploaded into IS system

Homework for next week:

- **Readings** - Complete Week 11 Journalism/News readings and view any multimedia before next class
Reading Reaction Due Thursday, Nov 29 by midnight, uploaded into IS system
- **Prepare to present** your visual exercise from Week 9 (culture-jam). Bring on a usb drive or be able to retrieve it online during Week 11 class

Week 11 – Nov 30

Journalism/News

Lecture, Share culture-jam visual analyses (Week 9 homework), Discussion of Final Visual Analysis proposals, Quiz 2 review

Homework for next week:

- **Final Project OUTLINE** Due Monday, Dec. 6 by end of day, uploaded into IS system
- **News Visual Analysis** Due Friday, Dec 7 before noon, uploaded into IS system
- **Prepare to present** your analyzed news visual. Bring on a usb drive or be able to retrieve it online during Week 12 class

Week 12 – Dec 7

Public Relations

Lecture, Share news visual analyses, Discussion of Final Project progress.

Homework for next week:

- **Complete Final Project**
- **Prepare to present Final Project**

Week 13 – Dec 14

Final Project

Present your Final Project to class using PPT or similar program, Discussion of class content

Homework:

- **Final Project due Dec. 16 end of day, uploaded in to IS system**