

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

MCO 450 – Visual Communications
Spring 2019 A Session, #14064, #15235
Online Course

Professor: Joe Fortunato

Office: Zoom, Skype, Vido, Google Meet, etc.

Office Hours: Via E-Mail (Or by appointment)

Email: Joseph.Fortunato@asu.edu (ALWAYS include “MCO 450” in the subject line!)

Teaching Assistants:

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TA Office Location/Hours: See Canvas

***If you have questions about the class, your grade, or need specific guidance on any assignments PLEASE SEE US DURING OFFICE HOURS! Don't wait until the last minute to ask for help.*

COURSE DROP AND WITHDRAWAL DEADLINES SPRING 2019

Session A: Dates and Deadlines	Session A: 7 weeks (Jan 7 – Feb 26)
Classes Begin	Jan 7, 2019
Drop/Add Deadline	Jan 8, 2019
Tuition and Fees 100% Refund Deadline	Jan 13, 2019
Course Withdrawal Deadline	Jan 25, 2019
Complete Withdrawal Deadline	Feb 26, 2019
Classes End	Feb 26, 2019
Final Grades Due	March 1, 2019

Check the ASU Calendar ONLINE for the most current and correct information!

<https://students.asu.edu/academic-calendar - Spring18>

If you wish to withdraw from this course, it is your responsibility to do so. Course registration changes are processed through My ASU: <http://my.asu.edu>.

COURSE GOALS & DESCRIPTION:

Visual Communications is an exploration of the idea that memorable visual messages with text have the greatest power to inform, educate and persuade an individual. The course examines how humans have communicated visually from: the earliest cave painters, classical architecture and sculpture, medieval and renaissance painting, newspapers, magazines, photography, film, television, the internet and social media.

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OBJECTIVES OF THE COURSE

At the conclusion of this course you will be expected to:

1. Demonstrate an ability to analyze visual messages in a variety of mediated contexts.
2. Describe the physiological and psychological processes of the visual sense.
3. Discover the wide range of visual creativity throughout the development of humankind.
4. Utilize several different approaches to analyzing mediated visual images (visual literacy).
5. Recognize different techniques used by the creators of mediated visual messages to influence your reception of those messages (media literacy).
6. Be able to produce basic high quality visual messages in subsequent classes and professional contexts.
7. Use of the computer to successfully complete an online course.

Online Course

This is an online course with no in-person, face-to-face sessions or meetings. You can log into your course via MyASU or <https://my.asu.edu>.

This course uses a discussion board called "Hallway Conversations" for general questions about the course. Prior to posting a question, please check the syllabus, announcements and existing posts. If you do not find an answer, post your question. You are encouraged to respond to the questions of your classmates.

If you have a personal concern to discuss with me, please email me from your asu.edu email (the only address from which I respond). Most concerns can be handled via email. If a “virtual” meeting is necessary, we can schedule a chat session or Skype.

Course Requirements

You must have access to a reliable computer and an internet connection and at least two up-to-date browsers installed and ready. Canvas does not interface well with Internet Explorer, so avoid using that as your browser for this course.

Please note: The Cronkite School has a very strict deadline policy. Assignments submitted even one minute late will not be accepted. They will receive a zero. There are no exceptions for technical difficulties of any kind.

Students with unreliable internet connections have sometimes had trouble submitting their assignments on time and have received zeroes for those assignments.

This course requires a computer with Internet access and the following.

- Web browsers ([Chrome](#), [Mozilla Firefox](#), or [Safari](#))
- [Adobe Acrobat Reader](#) (free)
- [Adobe Flash Player](#) (free)

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

- Microphone and speaker (for any virtual office hours)
- A program for writing and saving your work outside of Canvas. (Microsoft Word, Pages or Google Docs will work.)

REQUIRED TEXT:

Visual Communication: Images with Messages, 7th Edition by Paul Martin Lester
Cheaper on Amazon and Kindle

https://www.amazon.com/Visual-Communication-Images-Messages-7th-ebook/dp/B073Z3XR14/ref=sr_1_5?ie=UTF8&qid=1525051368&sr=8-5&keywords=visual+communication+paul+martin+lester

(Note: This is the newest, paperback and kindle edition with some extra chapters, but you are permitted to get ANY edition of this book, in order to save money on used or older copies. However, if you use an older version, it is up to you to figure out which chapters/pages correspond to the syllabus/Canvas assignments and there is a chance you might miss some new material.)

You may also use older version:

Visual Communication: Images with Messages, 6th Edition by Paul Martin Lester
ISBN-10: 1-133-30864-3
ISBN-13: 978-1-133-30864-5

Available via Amazon & ASU Bookstore

Here is a link to compare and shop: <https://www.isbns.net/isbn/9781133308645/>
Amazon Link: <http://www.amazon.com/Visual-Communication-Paul-Martin-Lester>

Additional Textbook Materials Online!

While most of the content of this course will be accessible via Canvas, your textbook has some GREAT content online that will help you succeed in the course.

<http://paulmartinlester.info/7Edition/weblinks.html>

Online via Canvas

Various REQUIRED readings available on class Canvas page under Online Readings. There are also various optional readings. Both are clearly marked.

Required Viewing (online)

There may be occasions when you are required to view video material. Whenever possible, I will make them available online through YouTube or Online Streaming from ASU Library.

Integrity Pledge and Syllabus Quiz – IMPORTANT!

You can't continue the course until you complete the Integrity Pledge and Syllabus Quiz!

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

CRONKITE SCHOOL ACADEMIC INTEGRITY POLICY AND PLEDGE

TWO DOCUMENTS WILL BE AVAILABLE IN the Integrity Pledge Link:

1) A DOCUMENT of the Cronkite School Academic Integrity Policy;

2) An INTEGRITY PLEDGE Submission Template,

Within the first three days of the course all students must sign and turn in the integrity pledge that accompanies the policy document. This integrity pledge must be signed and posted to the integrity pledge submit link on Canvas by the end of the first THREE days of the course

The Spring 2019 deadline: Wednesday, Jan 9 BY 11:59 P.M. ARIZONA TIME.

YOU WILL NOT GET CREDIT FOR ANY ASSIGNMENT OR EXAM ATTEMPTED BEFORE THE PROPERLY SUBMITTED INTEGRITY PLEDGE IS ON FILE.

MANDATORY COURSE SYLLABUS QUIZ

The Mandatory Course Syllabus Quiz can be accessed on the Canvas Syllabus Quiz link. You MUST SCORE 100% on the Quiz before you can proceed any further in the course. Once you have scored 100%, you will be able to access all course content as scheduled.

YOU MAY TAKE THE QUIZ AS OFTEN AS YOU NEED TO SCORE 100%.

REMEMBER: NO ADDITIONAL COURSE MATERIALS WILL BE AVAILABLE TO YOU UNTIL YOU HAVE SCORED 100% ON THE SYLLABUS QUIZ.

COURSE POLICIES

NOTE: Unless otherwise specified, the deadlines for ALL submissions (Mandatory, Required, Extra Credit, Exams) is on the designated syllabus/Canvas date **BY 11:59 P.M. ARIZONA TIME.** No late work accepted!

Reading:

There is a fair amount of reading in this class. Please have the weekly reading completed before the date of class on the syllabus. Although not all readings may be extensively referenced in lecture and discussion, you are responsible for knowing the general content of the readings, and questions about the reading and lectures WILL be in the exams.

Offensive Content:

While all efforts are made to ensure a safe, accessible class environment, due to the subjective nature of art, this course may present material deemed distasteful or intense by certain students,

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

either in required screenings, readings, assignments, in fellow students' comments or in lectures. There may be some elements of profanity, sexual content and violence to which students will be exposed. If you have concerns about this type of content, please contact me or consider dropping the course. If you remain in the class, you will be responsible for ALL material, regardless of content.

All writing assignments must be submitted by 11:59pm ARIZONA TIME on the due date (or earlier). Keep copies of your work. There will be no excuses for work that is delivered late. Please read the assignments carefully. If you do not understand the assignment, contact me for clarification, and don't wait until the last minute. Plan ahead and do not wait until the assignment is almost due. Meeting deadlines is a key part of your educational process. **PLAN AHEAD AND ALLOW FOR MURPHY'S LAW.**

Attendance Policy:

Because this is an online class, there is no "formal" attendance to record. However, I highly suggest you log into the course each day, check for any new announcements, instructions, updates, etc. While no one is officially "keeping track," we CAN tell when students do (or don't) log in, and if a student doesn't log in very often, that usually means they are not keeping up or are not engaged. Even though there is no attendance requirement, you are responsible for meeting ALL deadlines for coursework, papers, discussion, exams, and any other thing where there is a posted deadline!

COURSE REQUIREMENTS AND GRADING POLICIES

Rounding up Grades: Final grades will not be rounded up. Students have plenty of opportunities to improve their grades through extra credit.

Grading Structure:

Although slight changes may result due to last minute changes or point adjustments, in general, your final grade will be calculated according to the following formula:

Yellowdig Discussion Posts:	10 points each x 12 = 120 Points
Visual Analysis Post:	30 points = 30 Points
2 Multiple Choice Exams:	50 points each = 100 points
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TOTAL	250 points

Yellowdig Discussion (10 points each, 120 points total): Students are required to post an original response to each lesson (250-word min.-500-word max.) to Yellowdig – a "facebook" like interactive learning system. For each week, you will see a "Pin" and a drop down "topic". For each lesson you start a new Pin, and you **MUST** choose the Lesson Name/Number as your "topic" from the drop-down menu. Though not required, you are encouraged to comment on your classmate's posts as well. Max per week is 20 points so you can't do these all at once! (see Canvas for more instruction on using Yellowdig)

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

In journalism, we take word count seriously, so **any discussion post that is not 250 words minimum will get NO CREDIT.** There is no “partial credit” for up to 249 words! In fact, Yellowdig will show your word count as you write, so it must be 250 words or more! You may write your thoughts on ANY topic discussed in that lesson (reading, lecture, any other material). Sometimes I will give you a “suggested topic” if you need help getting started, but this is YOUR space to engage with the material you learned for that lesson, so you can write your thoughts on anything for that lesson. Engage with the material! While this is graded for content and not grammar, mechanics, etc., this is still an upper level college course and you should make every effort to be thoughtful and use proper spelling, grammar and other mechanics. I suggest writing your post in a Word document, spell check/proofread, then when finished, cutting and pasting it into the board. (again, to be safe about your points, check your word count in Yellowdig, NOT in Word, Pages, etc)

Visual Analysis Post – Lesson 5 (30 points): Not quite a paper, but more of a “bigger” discussion post for Lesson 5 on Visual Analysis (300-word min.-500-word max. plus post media of a photo, embedded video, etc.) Anything with fewer than 300 words will receive NO CREDIT. You will write a well thought out post on the discussion board that analyzes any visual message within any media. Analyze the image using all six perspectives discussed in Chapter 6 of the textbook. **Divide your post into six sections with clear headings of the six perspectives.** Space permitting, you may also include a brief intro and conclusion. You must also include the photo/pic/video you are analyzing (see instructions on Canvas)

NOTE: Lesson 5 Visual Analysis is done on the Canvas Discussion Page, NOT Yellowdig!

Exams: There will be two multiple-choice exams on Canvas to assess your understanding of the topics/readings/lectures. You are permitted to use your printed notes or printed study guide during an exam, but you can’t have any other open windows on your computer while taking exam!

EXTRA CREDIT:

Each exam will have three Extra Credit questions, worth 2 points each.

Grade Scale:

A+ = 97-100%

A = 94-96

A- = 90-93

B+ = 87- 89

B = 84-86

B- = 80- 83

C+ = 77-79

C = 70-76

D = 60-69

E = 59 and below

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

Name:	Range:
A+	100% to 97%
A	< 97% to 94%
A-	< 94% to 90%
B+	< 90% to 87%
B	< 87% to 84%
B-	< 84% to 80%
C+	< 80% to 77%
C	< 77% to 70%
D	< 70% to 60%
E	< 60% to 0%

E-mail and Canvas You must have an active ASU e-mail account. *All instructor correspondence will be sent to your ASU e-mail account.* Please plan on checking your ASU e-mail account **daily** for course-related messages. Students are expected to read and act upon email in a timely fashion. Students bear the responsibility of missed messages and should check their ASU-assigned email regularly.

This course uses Canvas for the facilitation of communications between the instructor and students and posting of grades. The MyASU/Canvas Course Site can be accessed at <http://my.asu.edu>

Please note: If you are student on active duty with the military and because of deployment or service responsibilities experience Internet connectivity issues that prevent you from participating in course activities and/or meeting assignment deadlines, you must notify the instructor as soon as possible to discuss appropriate accommodations.

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

Student Success

This is an online course. To be successful:

- check the course daily
- read announcements
- read and respond to course email messages as needed
- complete assignments by the due dates specified
- communicate regularly with your instructor and peers
- create a study and/or assignment schedule to stay on track

Technical Support

- This course uses Canvas to deliver content. It can be accessed through MyASU at <http://my.asu.edu> or the Canvas home page at <https://myasucourses.asu.edu>
- To monitor the status of campus networks and services, visit the System Health Portal at <http://syshealth.asu.edu/>.
- To contact the help desk call toll-free at 1-855-278-5080.

Drop and Add Dates/Withdrawals This course follows a compressed schedule. The deadline for adding this class is **January 8**. Please note: the Cronkite School does not permit students to late add the class. If you are considering a course withdrawal, deadlines can be found on the [ASU Academic Calendar](#). Detailed policies can be found here: [Withdrawal from Classes](#), [Medical/Compassionate Withdrawal](#), and a [Grade of Incomplete](#).

Course Time Commitment This three-credit course requires approximately 135 hours of work. Please expect to spend around 18 hours each week preparing for the class..

Deadlines: Since this is a Cronkite School class, deadlines are important, and you are expected to meet them. All assignments, unless otherwise announced, **MUST** be submitted to the designated area of Canvas. Do not submit an assignment via email. Assignments submitted even one minute past the deadline will not be accepted; they will receive a zero. **There are no exceptions for technical difficulties of any kind.** Notify the instructor **BEFORE** an assignment is due if an urgent situation arises and the assignment will not be submitted on time.

Religious Accommodations: If you need to be absent from class due to a religious observance, notify your instructor at the beginning of the semester.

Academic Integrity: The school has a zero tolerance policy toward academic dishonesty that is enforced within every course and educational activity offered or sanctioned by the school. Any allegation of academic dishonesty will be referred to the school's Standards Committee for review and recommendation to the dean of the school. If any student is found to have engaged in academic dishonesty in any form – including but not limited to cheating, plagiarizing and fabricating – that student shall receive a grade of XE for the class and will be dismissed from the school. There will be no exceptions.

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

At the beginning of every Cronkite class, you will be given a copy of the full academic integrity policy, along with accompanying information on plagiarism. You must sign a pledge that indicates you have read and understood the material and agree to abide by the policy.

The policy, along with guidance on how to avoid plagiarism and fabrication, can be found at http://cronkite.asu.edu/assets/pdf/Academic_Integrity_Policy.pdf.

Diversity Principles: The Cronkite School practices inclusivity in student, staff and faculty populations in order to create an academic environment that embraces diversity of thought and acceptance of all people regardless of race, gender, age, sexual orientation or societal, political, cultural, economic, spiritual or physical differences. Read the full policy at <http://cronkite.asu.edu/about/diversity.php>.

ACEJMC Values and Competencies: As a member of the Accrediting Council on Education in Journalism and Mass Communication, the Cronkite School is committed to classroom learning that achieves ACEJMC professional values and competencies. These include the core areas of freedom of speech, ethics, diversity, critical thinking, research, writing and use of tools and technologies related to the field. For a full list of ACEJMC values and competencies, see <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

Disability Accommodations: For special classroom accommodations, you must make a formal request through the university's Disability Resource Center (DRC). You may schedule an appointment at 480.965.1234 (voice) or 480.965.9000 (TTY). After an assessment is conducted, the DRC will provide the school with documentation for consideration.

Religious Accommodations: If you need to be absent from class due to a religious observance, notify your instructor at the beginning of the semester.

Sexual Violence or Harassment: Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. Individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. For information and resources, go to <https://sexualviolenceprevention.asu.edu/>

Collaborations: All assignments must be your own work – from concept to execution, unless some type of collaboration is specified by the instructor. Even in those cases where you are assigned to a team, not all elements of the assignment may be team-based. For instance, the assignment may call for a team discussion of a topic, but a writing assignment based on the discussion must be your individual work.

Use of Outside Work: All work, including photos, text, video and other images, submitted for this class must be your original work. You may not submit work done for any other class.

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

New York Times: Digital access to The New York Times is available to you via the ASU Libraries at <https://lib.asu.edu/librarychannel/nytimes>. This is free of charge, but you must register each year. Questions? Contact [Ask a Librarian](#)

Grade Appeals

Grade disputes must first be addressed by discussing the situation with the instructor. If the dispute is not resolved with the instructor, the student may appeal to the Cronkite School Standards Committee by contacting Assistant Dean [Rebecca Blatt](#).

Course Evaluation

Students are expected to complete the course evaluation. The feedback provides valuable information to the instructor and the college and is used to improve student learning. Students are notified when the online evaluation form is available.

Syllabus Disclaimer

The syllabus is a statement of intent and serves as an implicit agreement between the instructor and the student. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. Please remember to check your ASU email and the course site often.

WEEKLY SCHEDULE BEGINS NEXT PAGE:

(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

CLASS SCHEDULE:

Please Note: While every effort will be made to adhere to this schedule, it is subject to change during the semester at the discretion of the instructor. You will be notified on Canvas if any changes to exam times or readings, but **films, screenings and discussions may be substituted at any time.**

*** - Reading in Textbook**

(Page numbers listed are the pages of the most current edition!)

**** - Reading available online via Canvas**

EACH CALENDAR WEEK “begins” on Monday at 12:01am and “ends” the following Sunday night at 11:59 pm ARIZONA TIME. Unless otherwise specified, all work for the week **MUST** be submitted prior to 11:59 p.m. Sunday or it will be LATE and not be accepted.

The notable EXCEPTION to this is the final week, which “ends” on a **Tuesday** at 11:59 p.m., so Plan ahead and don’t fall behind!

You may (and are encouraged to) turn in work prior to the due date. Any work submitted prior to the due date will be considered “complete and ready to be graded” and **may** be graded early if time permits. (No guarantees!)

WEEKLY SCHEDULE

January 7: Week 1

All work for Week 1 due by Sunday, January 13, 11:59 p.m. ARIZONA time.

SYLLABUS QUIZ and INTEGRITY PLEDGE must be done before you start the course

Lesson 1 Introduction to the Course/Visual Communication

- Video Lecture(s) on Canvas
- *Readings: Preface & Chapter 1

Lesson 2 Visual Cues/Visual Theories

- Video Lecture(s) on Canvas
- *Readings: Chapters 2 & 3

Assignments: Do one Yellowdig post for EACH lesson (Write a minimum 250 words -- 500 max -- on any topic of your choosing for this lesson. You can reference the readings, the lecture or any other assigned material for this lesson.)

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(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

January 14: Week 2

All work for Week 2 due by Sunday, January 20, 11:59 p.m. ARIZONA time.

- Lesson 3 Visual Persuasion
- Video Lecture(s) on Canvas
 - *Readings: Chapter 4

- Lesson 4 Visual Stereotypes
- Video Lecture(s) on Canvas
 - *Readings: Chapter 5

Assignments: Do one Yellowdig post for EACH lesson (Write a minimum 250 words -- 500 max -- on any topic of your choosing for this lesson. You can reference the readings, the lecture or any other assigned material for this lesson.)

January 21: Week 3

All work for Week 3 due by Sunday, January 27, 11:59.p.m. ARIZONA time.

- Lesson 5 Visual Analysis
- Video Lecture(s) on Canvas
 - *Readings: Chapter 6
 - **Readings: “Why Time’s Trump Cover is a Subversive Work of Political Art” (Canvas)

- Lesson 6 Typography & Graphic Design
- Video Lecture(s) on Canvas
 - *Readings: Chapter 7 (pgs. 158-162; 172-184; 190-193), Chapter 8
 - **Readings: “Have You Ever Noticed That All Movie Posters Look the Same?” and “15 Over-Used Movie Poster Clichés” (Canvas)

Assignments: **Lesson 5 post is worth more! (30 points) and is done on the CANVAS discussion page, NOT Yellowdig.** For Lesson 6, do one Yellowdig post (Write a minimum 250 words (500 max) on any topic of your choosing for this lesson. You can reference the readings, the lecture or any other assigned material for this lesson.)

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(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

January 28: Week 4

All work for Week 4 due by Sunday, February 3, 11:59p.m. ARIZONA time.

Lesson 7 Data Visualizations (Informational Graphics) & Cartoons

- Video Lecture(s) on Canvas
- *Readings: Chapter 9
- *Readings: Chapter 10
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Lesson 8 Photography

- Video Lecture(s) on Canvas
- *Readings: Chapter 11

Assignments: Do one Yellowdig post for EACH lesson (Write a minimum 250 words (500 max) on any topic of your choosing for this lesson. You can reference the readings, the lecture or any other assigned material for this lesson.)

Exam 1 Includes material through Lesson 6 (Exam on Canvas)

February 4: Week 5

All work for Week 5 due by Sunday, February 10, 11:59 p.m. ARIZONA time.

Lesson 9 Motion Pictures

- Video Lecture(s) on Canvas
- *Readings: Chapter 12

Lesson 10 Television

- Video Lecture(s) on Canvas
- *Readings: Chapter 13

Assignments: Do one Yellowdig post for EACH lesson (Write a minimum 250 words (500 max) on any topic of your choosing for this lesson. You can reference the readings, the lecture or any other assigned material for this lesson.)

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(THIS SYLLABUS SUBJECT TO CHANGE UP UNTIL START OF THE SEMESTER)

February 11: Week 6

All work for Week 6 due by Sunday, February 17, 11:59 p.m. ARIZONA time.

Lesson 11 Computers & The Web

- Video Lecture(s) on Canvas
- *Readings: Chapter 14, Chapter 15
- **Readings: “Why CGI Humans Are Creepy, and What Scientists Are Doing about It” and “Tintin and the Uncanny Valley: When CGI gets too Real” (Canvas)

Lesson 12 The More You Know, The More You See

- Video Lecture(s) on Canvas
- *Readings: Chapter 16

Assignments: Do one Yellowdig post for EACH lesson (Write a minimum 250 words (500 max) on any topic of your choosing for this lesson. You can reference the readings, the lecture or any other assigned material for this lesson.)

February 18: Week 7

All work for Week 7 due by Sunday, February 24, 11:59 p.m. ARIZONA time.

Final Lesson Final Thoughts

- Video Lecture(s) on Canvas

Assignments: Do one final Yellowdig Post telling us about something new or interesting you learned in this course. (Write a minimum 250 words (500 max))

Exam 2 Includes material from Lesson 7 until the end of the course (Exam on Canvas) Because the semester ends on a Tuesday, you’ll actually have until Tuesday to complete this exam.

Extra Credit! – Because our Yellowdig “week” ends on Sunday night Feb 24, I will allow you to write one EXTRA Yellowdig post (10 points) beginning Monday Feb 25 until class closes Tuesday night. It can be on any topic you like, or perhaps give your thoughts on the class? It’s extra credit, so it’s up to you!