

### Course Content

This is your first tier course in electronic media.

We will use Adobe CC Illustrator and InDesign to produce a series of projects, two and three dimensional.

We will look at font management, project work flow, organization and stress the correct production of projects.

Your semester will also contain tutorials, done both in and out of class, quizzes, a midterm, a written final and computer skills portions.

### Course Outcomes

- strengthen application skill set to include software concept understanding, correct tool usage  
correct document authoring
- exhibit comping/hand skills and an understanding of branding
- gain understanding of professional expectations, presentations and processes through  
assignment work flow
- incorporate visual vocabulary into critiques and project conversations
- deepen students visual well

### Project Parameters

You are expected to work in class as well as perform outside of class work.

You are expected to come to class prepared to work on the current assignment, this includes but is not limited to remembering the project supplies needed. Not being able to make progress during class due to lack of materials will reflect in your mini-deadline grade.

All projects are given with weekly steps to be accomplished by the beginning of the next class meeting.

Mini-deadlines are part of the overall assignment and play a major role in your projects final grade.

You will be required through out the semester to print your assignments in color and purchase items to create assignment comps. Please budget accordingly. Projects must be comped in color to be considered complete.

All work is due on the assigned date. Projects are due at the beginning of class. For a project to be considered complete, the specified electronic portion placed, as directed, onto the common drive and a hard copy provided, as specified in the assignment sheet. Late work is accepted by instructor's discretion.

You may not work on other course projects without the consent of the instructor. If a student is caught using email or social networking of any kind during lecture or lab time, the entire class gets a fair warning, no second chance will be issued. On the second occurrence, the entire class received an F as their daily grade.

### Lab Information

Access the common drive:

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viscomuser  
viscom1910
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Please use your USB drive as a storage device and for transport only, it is not an additional hard drive. You are responsible for keeping up with your files. When arriving in class:

- 1) insert USB drive
- 2) copy your work to the 310 folder
- 3) remove your USB drive
- 4) work and enjoy class or lab time
- 5) insert USB drive
- 6) copy current work on to it

You may not eat in the lab.

Please make sure cell phones are silenced. No headphones on during class.

Do not load any type of personnel software onto these computers. Resist this temptation.

**Always leave the lab clean.**

### **Attendance**

FIRST ABSENCE: Aerielle will email the student and copy the instructor-Lee

SECOND ABSENCE: Aerielle will email Lee and the student.

Lee will contact the student.

THIRD ABSENCE: Lee emails the student that they have failed the course, the instructor and Aerielle are copied.

Two tardies equals one absence

A tardy of 60 minutes equals one absence.

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade.

If a student does not show up for the final they automatically fail the class.

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester.

### **Grading Guidelines**

Grades will be assigned according to the following scale:

- A work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B work above the general class level, participation in classroom discussion and critique
- C average work, minimal requirements met
- D work below class average, lack of participation and/or poor attendance
- F inferior work, work not turned in, failure to attend class

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the following percentages:

80% projects

10% quizzes/tests

10% class participation

The Department of Art reserves the right to discontinue enrollment of art major students at any time if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M University-Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.

### **Instructor response time**

Communication from students will be responded to within a reasonable time during the work week.

Weekend communication will be handled the next business day unless noted. Due to the high volume of email that faculty receives an important message may be missed, if an important email has not been responded to in 2 days, please send again.

### **Scholastic Dishonesty**

- Scholastic dishonesty will not be tolerated in any class -related activity.
- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
- Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.
- Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
- Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.
- Academic dishonesty could result in expulsion from the University

**Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

**ADA Statement  
Students 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 have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services  
Texas A&M University-Commerce  
Gee Library- Room 132  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)  
Website: Office of Student Disability Resources and Services  
<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

**Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

**Texas Senate Bill - 11**

(Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

In addition to learning software, we learning about involving the following into the creative process—

attention to detail

discipline

patience

form

volume and spatial relationships

craftsmanship

draftsmanship

legibility

heightened analytical skills;

how to see—how to really look at a curve

color spacing

individual kerning

quick visualization

the value of a rough

positive and negative space

not to fall in love with your first sketch

historical styles

appropriate font selection

how to combine fonts

to redo the job until it's right

Name \_\_\_\_\_

Area of emphasis \_\_\_\_\_

What inspired you to make that choice? \_\_\_\_\_

\_\_\_\_\_

Hometown \_\_\_\_\_

Have you worked in Illustrator and/or Indesign before-elaborate, please. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What was the last experience you had that was visually inspiring?  
For instance a visually striking movie, an art show or a museum visit. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What 5 movies, 5 books and 5podcasts, blog, etc. would you consider essential to the keeping of your sanity?  
This isn't a trick question, just tell what you like.

Movies	Books	Podcasts, Blogs, etc.
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5