

Syllabus Addendum

Course Objectives

WHILE ONLINE

- create conceptually driven, computer-based/hand-drawn designs and assets that effectively communicates your paper airplane project
- understand the importance of color, typography, design, and critique to best execute your project objectives
- utilize the “Blast Off!” book as a means of understanding and using the creative process for the project
- use proper design and typographic language to explain design choices during critique
- combine and photograph completed project assets for final review/portfolio

Project Parameters

Students will need to incorporate checking their email with frequency equal to their social media interaction, adding notifications for email receipts from the instructor.

While online, the class will manage projects via Brightspace within MyLeo. Chrome browser works best.

The class will work independently to achieve weekly assignment goals. Assignment sheets, pdfs of examples, etc. will be posted in a weekly folder for reference. The course schedule will continue to be handled with direction given weekly.

CRITIQUE

When presenting multiple design solutions, please combine concepts into one pdf containing multiple pages. Multiple single page pdfs will not be accepted.

When presenting pencils, students that don't have access to a scanner can use any of the free phone scanning app such as Adobe scan. Make sure that the image has enough contrast to be seen online. This can be done in the app software or with Photoshop. The goal is to provide an image that can receive a response.

Critiques will utilize YouseeU. Each student will have a pdf of their assignment ready to upload and present for critique. In some cases, students will be directed to have their work open in Illustrator prior to the critique so screen sharing is possible for critique and immediate application.

Critique format will be determined by project need. Brightspace can handle 6 students at a time so critique will be in small groups or individually.

Some critique will require written response-see *below*.

Please have headphones for critique to cut down on feedback.

TURNING IN ASSIGNMENTS

Students will turn work in pdf format, unless directed differently in the weekly assignment information.

Assignments will be uploaded in most cases to the Assignment section of Brightspace. Specific parameters and directions will be made available in the weekly folder.

On certain assignments, written peer critique will happen. When written response is required, a discussion forum will be created for each assignment. Each student will start a thread to upload their assignment. Directions for this process will be made available.

All work is due on the assigned date and time. Plan for a disaster and allow your self as much time as possible to complete your assignment.

Missing any mini-deadline will result in the subtraction of points from your final grade.

Missing a confirmed critique will result in an absence.

Instructor Response Time

Communication from students will be responded to within 24 hours during the work week. Weekend communication will be handled the next business day unless noted and communicated.

You are responsible for the work covered in the missed class at the next class meeting, as well as any work expected on the day you return. If you have an emergency, please feel free to email me: jkimbrell1@leomail.tamuc.edu

Intro to VisCom

Jonathon Kimbrell

JKimbrell1@tamuc.edu

Course Content

This is your introduction to visual communication. Adobe Illustrator CC will be used to produce a series of two and three dimensional design projects that explore the applications of VisCom.

We will look at project management, work flow, file organization and stress the correct production methods for producing digital projects. You will be required to read articles, watch videos, write descriptively, contribute to class critique and print color copies of electronic files to turn in.

Your semester will also contain software tutorials, done both in and out of class, quizzes, a midterm, and a final printed design project.

Course Outcomes

- Introduce visual communication
- Produce and strengthen an application skill set to include adobe software concept understanding, correct tool usage and correct document authoring
- Gain an understanding of professional expectations, presentations and processes through assignment work flow
- Incorporate visual vocabulary into critiques and conversations
- Deepen students visual well of graphic design
- Participate in the creative process for strategic ideation
- Familiarize students with basic comping methods and hand skills needed to present ideas

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 at instructor's discretion.

During class you may not work on other course projects without the consent of the instructor. If a student is caught using email or social media 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 drive:

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.

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You will need:

- USB flash drive (required for every class)
- Ream of laser printer paper
- A working email address that you check daily
- Pencil
- Tracing paper
- Ruler-cork backed
- X-acto knife and blades
- 3 Ring binder
- Comping supplies as needed for projects (spray glue, tape)
- 11x17 Color prints will be required for several assignments
- Blast Off! A Guide To Launching Your Creative Process (PDF)
- (optional) Adobe Illustrator -Visual Quickstart book

Attendance

FIRST ABSENCE: The student will receive an email and a copy goes to the instructor-Lee

SECOND ABSENCE: The student will receive an email and a copy goes to the instructor-Lee
Lee will contact the student.

THIRD ABSENCE: Lee emails the student that they have failed the course.

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.

Instructor contact and response time

Lee.Hackett@tamuc.edu

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making an appointment.

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 is received an important message may be missed, if an important email has not been responded to in 2 days, please send again.

Syllabus Update Policy

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. Any changes made to the syllabus will be announced in advance.

Words of advice

Come to class engaged, prepared with homework and ready to work with an open mind. The first six weeks of Class 2313 includes intensive adobe software lessons. It is highly recommend you make an effort not to miss any of these beginning 3 hour lectures as they cover important foundation lessons in Adobe software.

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Grading Guidelines

Grades will be assigned according to the following scale:

A — 90-100

Work well above the general class level, evidence of participation in related activities

Outside of the classroom, thoughtful participation in classroom discussion and critique

Superlative work: careful attention to craft and presentation. Originality of idea and execution work together. Goes beyond merely solving the problem – one who performs at this level is visibly outstanding, work is outstanding in every respect.

B — 80-89

Work above the general class level, participation in classroom discussion and critique

Fine work. A few minor changes could have been considered and executed to bring piece together. Goes beyond merely solving the problem. Above average: solution to the problem and idea well planned. Execution is well done.

C — 70-79

Average work, minimal requirements met

Average or a bit above: slipping in levels of originality, craft and presentation. The piece does not work well as a unified whole or statement yet effort was made. You have solved the problem but in a relatively routine way.

D — 60-69

Work below class average, lack of participation and/or poor attendance

You have solved the problem but there is much room for i improving your skills and developing your concepts further.

You have neglected the basic craftsmanship skills and breadth and depth of idea development. You were unable to meet mini deadlines. Represents careless and/or incomplete effort.

Work is substandard.

F — 0-59

Inferior or unacceptable work and effort, work not turned in, or failure to attend class.

In addition to exercises and projects, your 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

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Technology Requirements

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.html

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

- 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. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

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

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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 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@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.

Campus Concealed Carry Statement

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 the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34Safety-OfEmployeesAndStudents/34.06.02.R1.pdf>

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.

Handbook & Safety

While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester. A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/>

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Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend. A link to the online form: <http://dms.tamuc.edu/Forms/ArtLabPolicy>

*This must be completed on-campus while using the University wifi or ethernet connections.

name _____

Preferred email contact _____

Major _____

what inspired you to make that choice? _____

Do you have a computer? if yes, specs please. _____

what was the last art opening or museum that you visited? _____

Who/what did you see? _____

Last live concert? _____

Favorite TV show? _____

Favorite magazine(print or online) _____

Favorite Blog _____

Favorite podcast? _____

You have been stranded at a research lab in Antarctica, your internet and satellite are inoperable.
You only have a dvd player and a reading lamp.

What 5 movies and 5 books would you consider essential to the keeping of your sanity?

No points are earned for choosing a survivor book. This isn't a trick question, just tell what you like.

Movies

1 _____

2 _____

3 _____

4 _____

5 _____

Books

1 _____

2 _____

3 _____

4 _____

5 _____

name

name

name

name

name

name

name

name

name

name

name

name

name

name

name

name

name