syllabus

Course Content

Welcome to Basics of Creative Cloud & Us! This course will provide a survey of the most commonly used Adobe Creative Cloud design programs—namely Express, InDesign and Photoshop—as they apply to university marketing and branded visual communications. Class time will consist of short lectures, software tutorials, and self-directed projects. No work will be assigned outside of class hours. The course will culminate with a final project that incorporates skills learned throughout the semester to produce a marketing/communications piece for a chosen target audience. Course participants will be empowered to become university brand advocates and utiilize their new skills for the purpose of student success.

Course Outcomes

— Develop basic skills in the most widely used Adobe programs, including Express, InDesign and Photoshop.

— Familiarize course participants with the university brand and branding principles.

— Utilize university brand assets to create effective designs.

— Apply basic principles of design and accessibility in composition of work.

— Leverage the creative process and design thinking.

— Cultivate interest in visual communication to improve university relations and student success.

Instructor Contact

Cathy.Li@tamuc.edu
Please use your university email as your primary source of contact. If your email is more that a short paragraph, please consider making an appointment.

Supplies

— Computer with access to Adobe Creative Cloud (visit tamuc.edu/Adobe for more info)

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 recommended you make an effort not to miss any of these beginning 3 hour lectures as they cover important foundation lessons in Adobe software.

Grading Guidelines

All Investing In Us classes are graded as S/U (Successful/Unsuccessful). According to the Registrar's Office, at Texas A&M University-Commerce, "S" means that the class participant has earned a minimum of a 60% in the class.

Technology Requirements

D2L Requirements:

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

LMS Browser Support:

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

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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, an open computer lab on campus, 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

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.

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

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

Waters Library, Room 162

Phone 903.886.5150 or 903.886.5835

Email: StudentDisabilityservices@tamuc.edu

Website: Office of Student Disability Resources and Services

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: tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/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.