

syllabus

Course Content

This is your introduction to visual communication. Adobe Illustrator will be used to produce a series of two and three dimensional design projects that explore the creative process and applications of VisCom. We will look at project management, workflow, file organization and the correct production methods for producing digital projects. Your semester will also contain software tutorials, a midterm, and a final printed design project.

Course Outcomes

- Introduce and reinforce the creative process and methods for problem solving.
- Develop basic to intermediate skills in Adobe Illustrator.
- Strengthen application skills in correct software tool usage and document setup.
- Gain an understanding of professional expectations, presentations and processes.
- Deepen the students' visual well.
- Incorporate visual vocabulary into critiques and project conversations.
- Apply basic principles of design in composition of work.
- Execute projects with quality craftsmanship in both digital files and printed comps.
- Familiarize students with basic branding principles in project development.
- Appreciate the nuances and techniques used in professional graphic design.

We will focus on craft and the production of assets in a timely manner. Attention to details, craftsmanship and selecting appropriate images / fonts / colors will be stressed as part of the creative design process.

Class 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 project's final grade.

Especially for the final, you will be required to print your assignments in color and purchase items to create assignment comps. Please budget accordingly.

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 D2L and a hard copy provided—if specified in the assignment sheet. Late work is accepted only at instructor's discretion.

During class, you may not work on other course projects. Unless given express permission, if a student is caught using their phone (for non-class reasons) or social media 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 receives a ZERO as their daily grade.

Supplies:

- USB flash drive or external hard drive
- Ream of laser printer paper
- Pencils
- Tracing paper
- Cork-backed ruler
- X-acto knife/box cutter
- Compiling supplies as needed

Lab Information

Please use your USB flashdrive as a storage device and for transport only—it is not an additional hard drive. You are responsible for keeping up with and backing up your files.

You may not eat in the lab. Beverages must be in screw-top containers.

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

Always leave the lab clean, with mice plugged in.

Attendance

FIRST ABSENCE: The student will receive an email notification

SECOND ABSENCE: The student will receive a second email notification

THIRD ABSENCE: The student receives an email that they have failed the course.

Two tardies = one absence.

A tardy of 60 minutes = one absence.

If a student is OVER 10 MINUTES late for the final individual meeting, a full grade will be deducted from their final grade. If a student does not show up for the final, they automatically fail the class.

If you have special circumstances whereby you must be absent, please contact the instructor beforehand.

Instructor contact and response time

Cathy.Foster@etamu.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 this class 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

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 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 as follows:

80% projects

10% quizzes/tests

10% class participation/preparedness

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

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

Waters Library, Room 162

Phone 903.886.5150 or 903.886.5835

Email: StudentDisabilityServices@etamu.edu

Website: Office of Student Disability Services

etamu.edu/CampusLife/CampusServices/StudentDisabilityResourcesAndServices

Nondiscrimination Notice

East Texas A&M University 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 East Texas A&M University 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 East Texas A&M 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: etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903.886.5868 or 9-1-1.