



ARTS 2313
Design Communications I
Summer 2021
Internet Course

INSTRUCTOR INFORMATION

Instructor: Coleena Jackson

E-mail: cjackson@com.edu

Phone: 409.933.8535 direct line to my office

409.938.1211 main college number (ext. 8535)

1.888.258.8859 toll free (works from most parts of Texas but not within the 409 area code)

Office: 225-62 STEAM Building

Summer Office Hours: By Appointment

Course Communication: In Blackboard you will find an email link to correspond with me and other students. My school email is cjackson@com.edu. Please keep in mind I will mostly likely not respond past 8pm or weekends. So please plan ahead if you need help. Also, please note that you **MUST** check your COM email daily.

Communicating with your instructor: ALL electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

REQUIRED TEXTBOOK AND MATERIALS

Required MindTap Resources: Graphic Design Solutions 6th Edition (**you must use the 6th edition**) Published by Cengage Learning. **The access code is required you must purchase it.**



ISBN

978-1-3375544-5-9 Access Code

978-1-3377540-1-9 Loose Leaf and Access Code

Textbook Purchasing Statement: A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

To see if the book is available from the publisher you may contact them directly: [Cengage Learning](#)

Required Supplies

1. Sketch Pad
2. Camera for capturing images, a cell phone will work just fine
3. Access to a computer, internet and software like MS Office or Adobe Creative Cloud. Adobe is provided free of charge and you will receive an email from Adobe to your COM email with a link to get set up. The login will use your COM username and password. Please make sure to check during the first week of class to make sure our Adobe login is working.

COURSE DESCRIPTION

Communication of ideas through processes and techniques of graphic design and illustration.

COURSE REQUIREMENTS

Goals of this Course

An Advisory Committee of professionals that work within the Graphic Arts industry have determined goals for this course. This course is an overview of graphic design and the role creative design plays on our culture. Students will complete all chapters, quizzes and projects assigned by the instructor.

Student Personal Responsibilities

1. PURCHASE THE MindTap Access Code and complete Chapters 1-15
2. Complete all chapter quizzes and projects

DETERMINATION OF GRADE

Grading System

Items	Points	% Of Grade	
Chapter Quizzes 1-15	TBD per quiz	60	
Project 1 Develop a Design Brief	100	20	
Project 2 Final Project - Logo Concepts	100	20	

Total		100	
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1. **MindTap Chapters:** Students will be **required to complete Chapters 1-15** in your *Graphic Design Solutions*, required MindTap. Doing the MindTap will help prepare you for your 15 Quizzes and 2 projects
2. **Chapter Quizzes:** Students will be required to complete chapter 1-15 Quizzes 60% of grade
3. **Projects:** Two projects will be assigned and will make up 40% of your grade.

Please Note: (syllabus, grades and projects subject to change)

All typos in Final Project will represent -5 points. (Typos include misspelled words, superfluous words/letters, extra spaces, double returns etc.)

Grading Scale:

90 - 100% = A

80 - 89% = B

70 - 79% = C

60 - 69% = D

Any grade below 60 is an F

COURSE SCHEDULE

Week	MindTap Chapters	Assessment Due Sundays at @midnight	Name of Assessment
1	Read Syllabus, Purchase Access Code, Get familiar with Blackboard and MindTap <ul style="list-style-type: none"> • Ch. 1 The Graphic Design Profession pgs. 1-18 • Ch. 2 Graphic Design Basics pgs. 19-33 • Ch. 3 Typography pgs. 35-63 • Ch. 4 The Design Process pgs. 65-89 	June 13	Chapter 1-4 Quizzes
2	<ul style="list-style-type: none"> • Ch. 5 Concept Generation and Creativity pgs. 91-109 • Ch. 6 Visualization, Icons and Color pgs. 111-131 • Ch. 7 Composition pgs. 133-157 • Ch. 8 Proportional Systems, The Gird, and Brochure Design pgs. 159-178 	June 20	Chapter 5-8 Quizzes
3	<ul style="list-style-type: none"> • Ch. 9 Posters pgs. 180-211, • Ch. 10 Book Covers pgs. 213-236 • Ch. 11 Branding and Visual Identity pgs. 238-283 • Ch. 12 Advertising pgs. 285-325 	June 27	Chapter 9-12 Quizzes
4	<ul style="list-style-type: none"> • Project 1_Design Brief Due • Project 2_Logo Design and Sketch Due 	July 4	
5	<ul style="list-style-type: none"> • Ch. 13 Web, Mobile and Motion Design pgs. 328-369 • Ch. 14 Package Design pgs. 371-392 • Ch. 15 The Portfolio and Job Search pgs. 394-405 	Wednesday July 7	Chapter 13-15 Quizzes

NOTE: Course Schedule is subject to change. But, will be communicated online via Blackboard.

Attendance:

This is an online class and you are required to participate and complete all assigned work. You are expected to login to your course at least twice a week and complete all Quizzes each Sunday by 11:59pm. You must hand in projects 1 & 2 on time with all the required elements. **I do not allow retakes for missed quizzes or late projects.**

Make-Up Policy: Make-up Exams or Assignments are not allowed without the consent of the Instructor. Any deviation from this policy would be only for extenuating circumstances, which are substantiated and approved as a special case by the instructor at the request of the student.

All instruction missed is the responsibility of the student. Ask another student for what you missed.

If given makeup or retake tests will include -10 points.

COURSE COMMUNICATION

Online

Please feel free to contact me with questions at any time. Communication between us regarding your Design Brief, Logo and Final Project will be much easier if we handle it ASAP.

FORMAT OF LEARNING ACTIVITIES & ASSIGNMENTS

Teaching Methods:

To accomplish the educational purpose, this course will provide multiple instructional tools to assist in your learning. Included in MindTap are on-line videos, flash cards, publisher resources. Quizzes and projects will test comprehension, learning and skills.

Lectures/Demonstrations:

Important material from the text and outside sources will be covered in this course. You should plan to take careful notes as you progress through your MindTap chapters.

Concerns/Questions Statement: If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact the BCT Department Chair, Selina Rahman at 409-933-8339, srahman@com.edu

SUCCESS TIPS FOR STUDENTS

While enrolled in this course, you will access to the Adobe Creative Suite. Please look for an email from Adobe in your com.edu email. This email will come by the second week of class. Follow the link to setup a free use of the software while enrolled in this course. The graphic arts lab will also have access to the adobe suite. You are welcome to use our labs. MTWTH from 9am to 11:20 am. The lab is located in the STEAM Building on the first floor. Room 143.

If you want to work in a Microsoft product like Word or PowerPoint you may want to get the free student software. Please contact IT for instructions on how to download a version.

Institutional Policies and Guidelines

Grade Appeal Process: Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook. https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-

[2020v5.pdf](#). An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.

https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf

Academic Success & Support Services: College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

ADA Statement: Any student with a documented disability needing academic accommodations is requested to contact Holly Bankston at 409-933-8520 or hbankston@com.edu. The Office of Services for Students with Disabilities is located in the Student Success Center.

Counseling Statement: Any student needing counseling services is requested to please contact Holly Bankston in the student success center at 409-933-8520 or hbankston@com.edu. Counseling services are available on campus in the student center for free and students can also email counseling@com.edu to set up their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

Textbook Purchasing Statement: A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Withdrawal Policy: Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 1st 5-week summer session is July 6. The last date to withdraw from the 10-week summer session is August 2. The last date to withdraw for the 2nd 5-week summer session is August 6.

FN Grading: The F_N grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an FN grade.

Early Alert Program: The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

COVID-19 Statement: All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland's Coronavirus Information site at www.com.edu/coronavirus. In compliance with Governor Abbott's May 18 Executive Order, face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit com.edu/coronavirus for future updates.

Technology Outages

When taking quizzes please make sure you are not using Wi-Fi. It is recommended that you are at a workstation that is hardwired to the Internet. Wi-Fi can fluctuate and you may lose connection. If the College loses power and servers are down, I will be made aware of the issues by the Educational Technology Dept. and will reopen a quiz if I need to. Please be proactive and take your quizzes before the deadline to avoid issues. If you forget to take a quiz

that is not a technology issue, and you will have a zero

Academic Dishonesty: Any incident of academic policy will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a **grade of zero** on that exam and the student will be referred to the Office of Student Conduct for the appropriate discipline action.

Plagiarism: Plagiarism is using someone else’s words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else’s words without giving proper citation, copying directly from a website and pasting it into your paper, using someone else’s words without quotation marks. Any assignment containing any plagiarized material will receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate discipline action.

Resource about avoiding plagiarism:

<https://www.plagiarismtoday.com/2006/08/02/web-design-plagiarism/>

[Plagiarism and web design: prevention and reaction](#)

STUDENT LEARNER OUTCOMES

Student Learner Outcomes: Upon successful completion of this course, students will:

1. Understand the basics of Graphic Design
2. Develop a Design Brief
3. Apply the Design Process

Assignments will address the following Core Objectives:

1. **Critical thinking skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication skills** – to include effective written, oral, and visual communication
3. **Social responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Core Objectives: Students successfully completing this course will demonstrate competency in the following **Bolded Core Objectives:**

1. **Critical thinking skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
2. Empirical and quantitative skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
3. **Communication skills** – to include effective written, oral, and visual communication
4. Teamwork – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
5. **Social responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.
6. Personal responsibility – to include the ability to connect choices, actions, and consequences to ethical decision-making

Student Learner Outcome	Maps to Core Objective(s)	Assessed via this Assignment
1. Understand the basic of graphic design	Critical thinking skills	Chapter Quizzes
2. Develop a design brief	Communication skills	Project 1_ Design Brief
3. Apply the Design Process	Social Responsibility	Project 2_ Final Project_ Logo