



ARTS 2313
Graphic Design
Summer 2022
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)

Office: 225-62 STEAM Building

Office Hours: by appointment in the summer

Course Communication: My school email is cjackson@com.edu. Please keep in mind I will most likely not respond past 5pm or weekends. So please plan accordingly if you need help. Also, please note that you **MUST** check your COM email daily. I may send course announcements or emails directly to students so please check your COM emails.

Communicating with your instructor: Due to FERPA restrictions, ALL electronic communication with the instructor must be through your COM email, not your personal email.

COURSE INFORMATION

Required MindTap Resources: Graphic Design Solutions 6th Edition **(you must use the 6th edition)**

Published by Cengage Learning



ISBN

9781337554459 With Access Code

9781337754019 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](#)

Once you have your access code you must log into Arts 2313 from Blackboard and look for the MindTap link. DO NOT GO DIRECTLY TO CENGAGE AND TRY TO LOG IN. You must purchase your access code, log into our class in BB, click on the MindTap and follow the instructions to enter your access code. After you enter the access code the first time, when you return to BB you won't have go through the setup again.

Course Description: Studio course that introduces basic objectives, principles, and methods used in graphic design. The course focuses on creativity, aesthetic judgment, and critical-thinking skills to expand conceptual solutions within the realm of contemporary graphic design.

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.

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, WIX, Canva, or Adobe Creative Cloud (Adobe is provided free to students via a link in your COM email)

Student Personal Responsibilities

1. Participate in course discussion, critiques, assignments, assessments, etc.
2. PURCHASE THE MindTap Access Code and complete Chapters 1-15
3. Complete all chapter quizzes and project

DETERMINATION OF GRADE

Grading System

Items	Points	% Of Grade	
Chapter Quizzes 1-15	TBD per quiz	60	
Project 1 _Website Design	100	40	
Total		100	

1. **MindTap Chapters:** Students will be required to complete Chapters 1-15 in your *Graphic Design*

Solutions, MindTap.

2. **Chapter Quizzes:** Students will be required to complete chapter 1-15 Quizzes 70% of grade
3. **Project:** Develop a 4-page website 30% 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.)

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

Grading Scale:

90 - 100% = A

80 - 89% = B

70 - 79% = C

60 - 69% = D

Any grade below 60 is an F

COURSE POLICIES AND GUIDELINES

Attendance:

This is an online class and you are required to participate and complete all assigned work. You are expected to log into to your course daily and complete all Quizzes each Sunday by 11:59pm. You must hand in projects 1 on time with all the required elements.

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.

Withdrawal from Class:

It is the responsibility of the individual student to complete the paperwork to withdraw from a class after registration, he or she must complete the proper form for withdrawal in the Admissions and Records Office. **Any student appearing on the class roll at the end of the semester that stopped attending and did not withdraw will receive an F.**

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, Paul Boyd at 409-933-8342, pboyd@com.edu

Student Rights

Please visit the COM website and download the current Student Handbook. There you will find helpful information. <http://www.com.edu/student-services/student-handbook>

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. Your phone is not a reliable source to take your quizzes from.

COURSE SCHEDULE

Week	MindTap Chapters	Assessment Due Sundays (unless noted) @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 	June 12	Chapter 1-3 Quizzes
2	<ul style="list-style-type: none"> • Ch. 4 The Design Process pgs. 65-89 • Ch. 5 Concept Generation & Creativity pgs. 91-109 • Ch. 6 Visualization, Icons & Color pgs. 111-131 	June 19	Chapter 4-6 Quizzes
3	<ul style="list-style-type: none"> • Ch. 7 Composition pgs. 133-157 • Ch. 8 Proportional Systems, The Gird, Brochure Design pgs. 159-178 • Ch. 9 Posters pgs. 180-211, 	June 26	Chapter 7-9 Quizzes
Project 1 Website Design DUE_THURSDAY June 30 @Midnight Project 1 Website Design Due			
4	<ul style="list-style-type: none"> • Ch. 10 Book Covers pgs. 213-236 • Ch. 11 Branding and Visual Identity pgs. 238-283 • Ch. 12 Advertising pgs. 285-325 	July 3	Chapter 10-12 Quizzes
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 6	Chapter 13-15 Quizzes

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

COURSE COMMUNICATION

Online

Please feel free to contact me with questions at any time. Communication between us regarding your designs or class will be much easier if we handle it ASAP. I will follow and respond to my BB messages and if our want to meet me during office hours please email me.

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.

SUCCESS TIPS FOR STUDENTS

In this course, you can use a variety of software applications you are comfortable with to complete project one

COM POLICIES

Withdrawal from Class:

It is the responsibility of the individual student to complete the paperwork to withdraw from a class after registration, he or she must complete the proper form for withdrawal in the Admissions and Records Office. **Any student appearing on the class roll at the end of the semester that stopped attending and did not withdraw will receive an F.**

Please be advised of the 6 Drop Rule and Financial Aid Requirements

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. <http://www.com.edu/counseling/disability-services>

Early Warning Program: The Counseling Center at College of the Mainland has implemented an Early Warning Program. 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 Warning Program you will be contacted by someone in the Counseling Department. As student success and retention is very important to us, someone from the Counseling Department will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

Classroom Conduct Policy: College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the on-line Student Handbook. <http://www.com.edu/student-services/student-handbook.php>. Students should act in a professional manner at all times. Disruptive students will be held accountable according to college policy. Any violations of the Code of Conduct will result in a referral to the Office for student Conduct and may result in dismissal from this class.

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. Apply tools and technologies used in graphic design.
2. Apply the elements of art and principles of graphic design.
3. Illustrate problem-solving techniques for successful communication of concepts within assigned parameters.
4. Employ discipline-specific vocabulary in the evaluation of traditional and contemporary graphic design.
5. Demonstrate an appropriate level of professional practice.

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
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1. Apply tools and technologies used in graphic design	Critical thinking skills	Project 1_Website Design
2. Apply the elements of art and principles of graphic design	Communication skills	Project 1_Website Design
3. Illustrate problem-solving techniques for successful communication of concepts within assigned parameters	Critical thinking skills	Chapter Quizzes
4. Employ discipline-specific vocabulary in the evaluation of traditional and contemporary graphic design	Communication skills	Chapter Quizzes
5. Demonstrate an appropriate level of professional practice	Critical thinking skills	Chapter Quizzes