



**ARTS 2313.015IN**

**Graphic Design**

**Summer 2024: June 3<sup>rd</sup> – July 5<sup>th</sup>, 2024**

**Internet Course**

## **INSTRUCTOR INFORMATION**

**Instructor:** Coleena Jackson

**E-mail:** [cjackson@com.edu](mailto: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](mailto:cjackson@com.edu). Please keep in mind I will most likely not respond past 5 pm or on 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.

**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 D2L messages and if our want to meet me during office hours please email me.

## **COURSE INFORMATION**

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

Published by Cengage Learning



**ISBN**

9781337554459 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 in to Arts 2313 from D2L 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 D2L, 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 D2L you won't have to 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 who 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 in 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 (We can provide 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	
<b>Total</b>		<b>100</b>	

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 chapters 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**

**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.

**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.

**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.

### **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.**

### **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.

## **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 the 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

<b>Student Learner Outcome</b>	<b>Maps to Core Objective(s)</b>	<b>Assessed via this Assignment</b>
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

**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 disciplinary 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 a proper citation, copying directly from a website, and pasting it into your paper, and 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 disciplinary action.

**Resource about avoiding plagiarism:**

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

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

**Student Concerns:** 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 Dr. Paul Boyd, Fine Arts Department Chair, at 409-933-8342 or [pboyd@com.edu](mailto:pboyd@com.edu).

## 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"> <li>Ch. 1 The Graphic Design Profession pgs. 1-18</li> <li>Ch. 2 Graphic Design Basics pgs. 19-33</li> <li>Ch. 3 Typography pgs. 35-63</li> </ul>	June 9	Chapter 1-3 Quizzes
2	<ul style="list-style-type: none"> <li>Ch. 4 The Design Process pgs. 65-89</li> <li>Ch. 5 Concept Generation &amp; Creativity pgs. 91-109</li> <li>Ch. 6 Visualization, Icons &amp; Color pgs. 111-131</li> </ul>	June 16	Chapter 4-6 Quizzes
3	<ul style="list-style-type: none"> <li>Ch. 7 Composition pgs. 133-157</li> <li>Ch. 8 Proportional Systems, The Gird, Brochure Design pgs. 159-178</li> <li>Ch. 9 Posters pgs. 180-211,</li> </ul>	June 23	Chapter 7-9 Quizzes
<b>Project 1 Website Design</b> <b>DUE_THURSDAY June 26 @Midnight</b> <b>Project 1 Website Design Due</b>			
4	<ul style="list-style-type: none"> <li>Ch. 10 Book Covers pgs. 213-236</li> <li>Ch. 11 Branding and Visual Identity pgs. 238-283</li> <li>Ch. 12 Advertising pgs. 285-325</li> </ul>	June 30	Chapter 10-12 Quizzes
5	<ul style="list-style-type: none"> <li>Ch. 13 Web, Mobile and Motion Design pgs. 328-369</li> <li>Ch. 14 Package Design pgs. 371-392</li> <li>Ch. 15 The Portfolio and Job Search pgs. 394-405</li> </ul>	<b>Wednesday July 3</b>	Chapter 13-15 Quizzes

**NOTE:** Course Schedule is subject to change. But, will be communicated online via D2L.

### 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

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### 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 [Student Handbook 2022-2023 v4.pdf \(com.edu\)](#). *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.*

**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 Kimberly Lachney at 409-933-8919 or [klachney@com.edu](mailto:klachney@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

**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 1<sup>st</sup> 5-week session is July 1. The last date to withdraw from the 10-week session is July 30. The last date to withdraw for the 2<sup>nd</sup> 5-week session is August 2.

**FN Grading:** The FN 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.

**Resources to Help with Stress:**

If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at [deanofstudents@com.edu](mailto:deanofstudents@com.edu) or [communityresources@com.edu](mailto:communityresources@com.edu).

**Nondiscrimination Statement:**

The College District prohibits discrimination, including harassment, against any individual on the basis of race, color, religion, national origin, age, veteran status, disability, sex, sexual orientation, gender (including gender identity and gender expression), or any other basis prohibited by law. Retaliation against anyone involved in the complaint process is a violation of College District policy.

**ADA Statement:**

Any student with a documented disability needing academic accommodations is requested to contact:

Kimberly Lachney, Student Accessibility Services Coordinator

Phone: 409-933-8919

Email: [AccessibilityServices@com.edu](mailto:AccessibilityServices@com.edu)

Location: COM Doyle Family Administration Building, Student Success Center