



**ARTC 2347.102CL**  
**Design Communications II**  
**Spring 2023**  
**Monday and Wednesday 2:00 PM - 4:50 PM**  
**STEAM 137**

## **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  
1.888.258.8859 toll free

**Office:** 225-62 STEAM Building

**Office Hours:** T- 9am-3pm Th 9:00am-10:30am

**Course Communication** You are welcome to email me at [cjackson@com.edu](mailto:cjackson@com.edu). In the subject line please include the course you are in. For example, ARTC 2347 DCII. I will respond as soon as I see your message (within 24 hours.) However, I will most likely not respond past 6 pm and on weekends. It is your responsibility to check for emails or announcements in D2L from me. Please check your COM email often.

**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.

**Course Description:** An advanced study of the design process and art direction. Emphasis on form and content through the selection, creation, and integration of typographic, photographic, illustrative, and design elements.

## **COURSE INFORMATION**

### **Required Textbook:**

Adobe InDesign CC Classroom in a Book 2023 Release  
Kelly Kordes Anton, Tina DeJarld

Published by Adobe Press  
 ISBN: 10: 0-13-796744-6



**Textbook Purchasing Statement:** A student attending the 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.

## COURSE REQUIREMENTS

### Goals of this Course

An Advisory Committee of professionals that work within the Graphic Arts industry has determined goals for this course. This course is designed to introduce or build on the principles and elements of design. 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 or Adobe Creative Cloud.

### Student Personal Responsibilities

1. Participate in course discussion, critiques, assignments, assessments, etc.
2. PURCHASE THE Textbook and complete the textbook Projects 1-10
3. Complete all chapter quizzes and instructor projects

## DETERMINATION OF GRADE

### Grading System

Items	Points	% Of Grade
Textbook Projects 1-15	100	30
Project 1 Small Ad	100	20
Project 2 Business Report	100	20
Project 3 Promotional Pamphlet	100	30
<b>Total</b>		<b>100</b>

*Please Note: (grade% and projects subject to change)*

*All typos in projects 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, analysis, evaluation, and synthesis of information
2. **Communication skills** – to include effective written, oral, and visual communication
3. **Teamwork** – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
4. **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 a face 2 face class, and you are required to participate and complete all assigned work. You must hand in projects 1-3 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.

*All instruction missed is the responsibility of the student.*

*All work given a deadline will include -10 points for late work.*

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

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

## COURSE SCHEDULE

Week	Face to Face	Textbook Chapters	Instructor Project	Assessment
1	Introduction Course Overview Course Schedule Textbook Chapters vs Instructor Projects	Log into BB and look at the course. Check to see if there are announcements. Read the syllabus, purchase supplies. Purchase your textbooks Setup Lynda.com membership as needed		
2	Introducing the workspace	1 Introducing the workspace 2 Getting to Know InDesign	Small Ad	
3	InDesign	3 Setting Up a Document /Working Pages 4 Working with Objects	Small Ad	
4	InDesign	5 Working with Color 6 Flowing Text 7 Editing Text	Small Ad	<b>Small Ad Due</b>
5	InDesign	7 Working with Typography	Business Report	
6	InDesign	9 Working with Styles 10 Creating Tables	Business Report	
7	InDesign	11 Importing and Modifying Graphics 12 Working with Transparency	Business Report	<b>Business Report Due</b>
8	InDesign	13 Printing and Exporting 14 Creating PDF Files with Form Fields 15 Creating a Fixed-Layout Epub	Promotional Pamphlet	
9	InDesign		Promotional Pamphlet	
10	InDesign		Promotional Pamphlet	
11	InDesign		Promotional Pamphlet	
12	InDesign		Promotional Pamphlet	
13	InDesign		Promotional Pamphlet	<b>Promotional Pamphlet Due</b>
14	Prepress			
15	Print			
16	Presentation	File collection		Presentation

**NOTE:** Course Schedules and Projects are subject to change. But will be communicated online via D2L.

## 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. Please email me if you want to meet me during office hours.

## **FORMAT OF LEARNING ACTIVITIES & ASSIGNMENTS**

### **Teaching Methods:**

To accomplish the educational purpose, this course will provide multiple instructional tools to assist in your learning including online video training, publisher resources, classroom lecture, and demos

### **Lectures/Demonstrations:**

Important material from the text and outside sources will be covered in this course. You should plan to take careful notes as not all material can be found in the texts or readings.

## **SUCCESS TIPS FOR STUDENTS**

In this course, you can use a variety of Adobe software applications to complete your projects. However, we will focus on Adobe InDesign

### **Purchasing the Software:**

#### **[Adobe Creative Cloud](#)**

<http://www.adobe.com/creativecloud/buy/students.html?promoid=P79NQTWV&mv=other>

#### **Office 365 Applications**

<http://its.com.edu/office-365-instructions/>

### **Backup Copies of Assignments:**

You are responsible for keeping copies of all assignments.

### **File Management:**

You are expected to have intermediate or higher-level skills at file management: the ability to create folders, move & rename folders & files, identify the type of file by its file extension, attach files to emails, and download plug-ins required for the course.

## **STUDENT RESOURCE:**

[Adobe.com](http://www.adobe.com)

[Graphic Design Rips Offs or Inspiration?](#)

## **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://www.com.edu/student-services/docs/Student\\_Handbook\\_2022-2023\\_v4.pdf](https://www.com.edu/student-services/docs/Student_Handbook_2022-2023_v4.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.

**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 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.

**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).

**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 8-week session is March 1. The last date to withdraw from the 16-week session is April 24. The last date to withdraw for the 2nd 8-week session is May 3.

**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.

**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](http://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 themselves, when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](http://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, 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 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 LEARNER OUTCOMES**

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

1. Demonstrate use of an industry-standard publication application.
2. Organize information into a visually appealing design
3. Analyze an advertisement for the effectiveness
4. Construct a non-profit advertisement to inform and motivate others

### **Additional Student Learner Outcomes:**

1. Define basic graphic design terminology and design elements
2. Define and apply the design principles

**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, 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
Combine type and images into effective communication	Critical Thinking skills	Project_ Small Ad
Choose proper software to produce desired effects	Communication skills	Project_ Promotional Pamphlet
Summarize the principles of design that guide the form and function as a visual solution	Teamwork	Critique
Construct a non-profit advertisement to inform and motivate others	Social Responsibility	Project _ Business Report