ARTC 2347.101C3
Design Communication II
Spring 2025
Monday & Wednesday 11am - 1:50pm
STEAM 137

INSTRUCTOR INFORMATION:

Instructor: Coleena Jackson
E-mail: Cjacskon@com.edu
Phone: 409-933-8535
Office: 225-62 STEAM Building but also look for me in STEAM 137 (Graphics Lab Suite)

Office Hours: Monday 1:50pm-2:50pm, Tuesday 9:00am-2:30pm, Wednesday 1:50pm-2:50pm. Please look for me in STEAM 137(graphic arts lab) and STEAM 225-62(my office) I work between both.

Course Communication: Students can email me directly at cjackson@com.edu. When you email me, please put the course you are enrolled in within the email. Please keep in mind I will most likely not respond past 5 pm or during the weekend. So please plan if you need help! Also, please note that you should check your COM email daily!

Student hours and location:
Lecture/Lab Monday & Wednesday 11am - 1:50pm, Steam Bldg. #22, Room 137

COURSE INFORMATION:

Required Textbook:
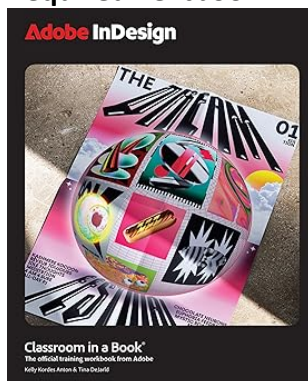
Adobe InDesign Classroom in a Book 2025 Release

ISBN 13: 978-0135377451
ISBN 10: 0135377455
Authors: Kelly Anton, Tina DeJarld
Price tag: around $70 on Amazon
https://a.co/d/5FeZCa5

Required Supplies:
1. Flash Drive
2. Headphones for listening to tutorials in class
3. Sketch pad
4. Bainbridge Black on Black Mounting Boards (3) 11 in. x 14 in.
   https://www.texasart.com/group/1555/bainbridge-black-on-black-board.html
5. Xacto Knife with additional blades
6. (1) 12 x 15.1/2 Manila Clasp envelope for turning in the projects

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.

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 of design. Students will learn the fundamentals of an industry standard application including workspace, menus, palettes, document setup, tools, navigation, and printing procedures. Students will complete all lessons and projects assigned by the instructor and design quality, professional level printed pieces.

COURSE REQUIREMENTS:
Student Personal Responsibilities:
1. Participate in course discussions and critiques
2. Purchase the textbook
3. Attend in-class lectures and complete the classroom drills
4. Complete all projects, on time and in a professional manner, with quality and attention to detail.
5. Attend all scheduled classes; attend any field trips or guest lectures.
6. Demonstrate basic computer skills and file management/organization.
7. Students are expected to be college-ready, including the ability to read and comprehend textbook exercises and projects.

Coursework:
- **Project 1: Small Ad (100 points)**
  Students will apply InDesign skills and knowledge of design principles and elements to produce a professional-quality 4in x 6in advertisement

- **Project 2: Rack Card (100 points)**
  Students will apply InDesign skills and knowledge of design principles and elements to produce a professional-quality 4in x 9in rack card to promote the same business you used for Project 1

- **Project 3: Newsletter (100 points)**
  Students will apply InDesign skills and knowledge of design principles and elements to produce a professional-quality 11in x 17in, 4 page newsletter to promote the same business you used for Project 1 and 2

- **Textbook Exercises (100 points)**
  Students will be required to complete 15 textbook exercises with a value of 20 points each

DETERMINATION OF GRADE

Items	Points	% Of Grade
Textbook Projects 1-15	100	30
Project 1 Small Ad	100	20
Project 2 Rack Card	100	20
Project 3 Newsletter	100	30
Total		**100**

Grading Scale:

Percentage	Letter Grade
90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

Please Note: (grades and projects subject to change)
All typos 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.

In an effort to give back to our community, and give students real-world client experiences, we may take on a "real community" project. This changes from semester to semester, but if the instructor has the opportunity to work with a "real client" we will. Grading will be realigned to the outcomes of that project, and students will be made aware of changes via D2L grade center and class discussion.

In the classroom as in business, the need may arise for students to go beyond the given instructions or directions. Therefore, additional resources will be helpful to the student. These may include additional LinkedIn learning videos, online videos, other textbooks, help from classmates and instructor.

Success Tips For Students:
Be Diligent: do not fall behind with projects, some cannot be done in a day.

Communicate with others: communication with peers as well as the instructor can prevent bad grades, and misunderstood instructions. Communication with peers will also develop interpersonal skills essential in the workplace.

LinkedIn Learning: Use LinkedIn Learning or other outside resources as necessary to better your understanding of course material.

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. https://www.com.edu/student-services/student-handbook.html Students are expected to be familiar with and abide by the Student Code of Conduct. Any violations of the Code of Conduct will result in a referral to the Dean of Students and may result in dismissal from this class.

Late Work, Make-Up, and Extra-Credit Policy: Late and/or make-up Exams or
Assignments are not allowed without the previous 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. These circumstances need to be communicated to the instructor as soon as possible.

Attendance Policy: Roll will be taken each class period; 100% attendance is expected. More than 6 missed classes may result in a student being dropped from the course. The only exception to this rule is death within the immediate family or a note from the Doctor. Students missing more than 3 class days will drop one letter grade at the end of the semester. For example, an A student will drop to a B, a B student will drop to a C, and a C student will drop to a D. If you do not meet course deadlines and expected outcomes, you may be dropped from the course
Tardiness
Tardiness after 20 minutes is considered an absence.

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.

Student Learning 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 Empirical and quantitative skills	Project 1
Choose proper software to produce desired effects	Communication skills	Project 2
Summarize the principles of design that guide the form and function as a visual solution	Teamwork	Critiques
Construct a non-profit advertisement to inform and motivate others	Social Responsibility	Project 3

Academic Dishonesty: Any incident of academic dishonesty 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, 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.

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 you continue to have questions after discussing your concern with me, please contact Dr. Kristina Jantz, Fine Arts Department Chair at kjantz@com.edu or 409-933-8255.

Course outline:

Week #	Activities/Chapter Readings	Due
1	1/13 - Intro to course 1/15- InDesign Workspace. Basic tools overview.	Purchase textbook and supplies ● Chapter 1
2	1/20 - MLK Day-COLLEGE CLOSED 1/22 - Getting to Know InDesign	● Chapter 2
3	1/27 - Setting up a Document/Working Pages/Project 1 Intro 1/29 - Working with Objects	● Chapter 3 ● Chapter 4
4	2/3 - Working with Color 2/5 - Flowing Text / Editing Text	● Chapter 5 ● Chapter 6 ● Chapter 7
5	2/10 - Working with Typography 2/12 - Project Work Day	● Chapter 8 ● **Small Ad Due**
6	2/17 - Working with Styles/Project 2 Intro 2/19 - Creating Tables	● Chapter 9 ● Chapter 10
7	2/24 - Importing and Modifying Graphics 2/26 - Working with Transparency	● Chapter 11 ● Chapter 12

8	3/3 - Printing and Exporting 3/5 -Creating PDF Files with Form Fields	● Chapter 13 ● Chapter 14
9	3/10 - Creating a Fixed-Layout Epub 3/12 - Project Workday	● Chapter 15 **Rack Card Due**
	3/17 3/21- Spring Break -COLLEGE CLOSED	
10	3/24 - Project 3 Intro 3/26 - Project Workday	
11	3/31 - Project Workday 4/2- Project Workday	
12	4/7- Project Workday 4/9 - Project Workday	
13	4/14 - Project Workday 4/16- Project Workday	● **Newsletter Due**
14	4/21 - Printing & Mounting Projects 4/23 - Printing & Mounting Projects	
15	4/28 - Printing & Mounting Projects 4/30 - Printing & Mounting Projects	
16	5/5 - Presentation	

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_2024-2025_v2.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 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, Student Accessibility Services Coordinator
Phone: 409-933-8919
Email: AccessibilityServices@com.edu
Location: COM Doyle Family Administration Building, 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 1st 8-week session is February 26. The last date to withdraw from the 16-week session is April 21. The last date to withdraw for the 2nd 8-week session is April 30.

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.

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 or 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.