



**ARTS 2313**  
**Design Communications I**  
**Fall 2022**  
**Internet Course**

## **INSTRUCTOR INFORMATION**

**Instructor:** Coleena Jackson

**E-mail:** [cjackson@com.edu](mailto:cjackson@com.edu)

**Phone:** 409.933.8535 office

**Office:** 225-62 STEAM Building

**Office Hours:** MW 12:30 PM-2:30 PM, TTH 1:00 PM-2:00 PM

**Course Communication:** Students can email me directly at [cjackson@com.edu](mailto:cjackson@com.edu). When you email me, please put the class you are in within the email.

Please keep in mind I will most likely not respond past 8 pm and on weekends. So please plan ahead if you need help. Also, please note that you should 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.

## **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. **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](#)

**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 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.

## Required Supplies

1. Cengage Access Code
2. Sketch Pad
3. Camera for capturing images, a cell phone will work just fine
4. 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 your Adobe login is working.

## 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 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.

### Student Personal Responsibilities

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

## 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	
<b>Total</b>		<b>100</b>	

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 the 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	Date	MindTap Chapters	Assessment Due Sundays at @ midnight	Name of Assessment
1	8/22	Read Syllabus, Purchase Access Code, Get familiar with Blackboard and MindTap		MindTap Tour
2	8/29	Ch. 1 The Graphic Design Profession pgs. 1-18	9/4	Chapter 1 Quiz
3	9/5	Ch. 2 Graphic Design Basics pgs. 19-33	9/11	Chapter 2 Quiz
4	9/12	Ch. 3 Typography pgs. 35-63 Ch. 4 The Design Process pgs. 65-89	9/18	Chapter 3, & 4 Quizzes
5	9/19	Ch. 5 Concept Generation and Creativity pgs. 91-109. Ch. 6 Visualization, Icons, and Color pgs. 111-131	9/25	Chapter 5 & 6 Quizzes
6	9/26	Ch. 7 Composition pgs. 133-157 Ch. 8 Proportional Systems, The Grid, and Brochure Design pgs. 159-178	10/2	Chapter 7 & 8 Quizzes
7	10/3	Ch. 9 Posters pgs. 180-211,	10/9	Chapter 9 Quiz
8	10/10	<b>Design Brief Due and Logo Concepts Due</b>	10/16	<b>Project 1_Design Brief Due and Logo Concepts Due</b>
9	10/17	Ch. 10 Book Covers pgs. 213-236	10/23	Chapter 10 Quiz
10	10/24	Ch. 11 Branding and Visual Identity pgs. 238-283	10/30	Chapter 11 Quiz
11	10/31	Ch. 12 Advertising pgs. 285-325	11/6	Chapter 12 Quiz
12	11/7	Ch. 13 Web, Mobile and Motion Design pgs. 328-369	11/13	Chapter 13 Quiz

13	11/14	<b>Final Project Due</b>	11/20	<b>Final Project Due</b>
14	11/21	Ch. 14 Package Design pgs. 371-392	11/27	Chapter 14 Quiz
15	11/28	Ch. 15 The Portfolio and Job Search pgs. 394-405	12/4	Chapter 15 Quiz
16	12/5			

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

**Attendance:**

This is an online class, and you are required to participate and complete all assigned work. You are expected to log in to your course at least twice a week and complete all Quizzes each Sunday by 11:59 pm. 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, make-up or retake tests will include -10 points.

**Extra Credit:** There is no extra credit in this course

## ADDITIONAL COURSE INFORMATION

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

## SUCCESS TIPS FOR STUDENTS

While enrolled in this course, you will have access to the Adobe Creative Suite. Please look for an email from Adobe in your com.edu email. This email will come by the first week of class. Follow the link to set up 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. Please check the course menu in Blackboard for lab times. The lab is 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](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](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 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 Michelle Brezina at 409-933-8124 or [mvaldes1@com.edu](mailto:mvaldes1@com.edu). The Office of Services for Students with Disabilities 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).

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**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 October 5. The last date to withdraw from the 16-week session is November 18. The last date to withdraw for the 2nd 8-week session is December 1.

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

**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. Understand the basics 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