



**ARTS 2313.00113**  
**Graphic Design**  
**Spring 2025**  
**Internet Course**

**INSTRUCTOR INFORMATION**

**Professor:** Coleena Jackson  
**E-mail:** cjackson@com.edu  
**Phone:** 409.933.8535 office  
**Office:** 225-62 STEAM Building

**STUDENT HOURS AND LOCATION**

Monday 1:50pm-2:50 pm, Tuesday 9:00 am-2:30 pm, Wednesday 1:50pm-2:50 pm, Please look for me in STEAM 137 or 225-62.

**REQUIRED TEXTBOOK/MATERIALS**

**Required MindTap Resources:** Graphic Design Solutions 6<sup>th</sup> Edition by Robin Landa (**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

The cost of the access code from Cengage is estimated at \$92.

The cost from the COM Bookstore is estimated at \$125.

**Once you purchase your access code, you need to log into Arts 2313 from D2L and find 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 link, and follow the instructions to enter your access code.**

Once you've entered the access code for the first time, you won't have to go through the setup process again when you return to D2L.

## REQUIRED MATERIALS

1. Cengage Access Code (purchased by students)
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 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.

Course Quizzes 1-5

Project 1 Design Brief and Logo

Project 2 Website Design, or Small Advertisement and Poster Design

### Student Personal Responsibilities

1. PURCHASE THE MindTap Access Code and complete Chapters 1-15
2. Complete all chapter quizzes on time
3. Participate in course discussions and critiques
4. Complete all projects, on time and in a professional manner, with quality and attention to detail.
5. Demonstrate basic computer skills and file management/organization.
6. Students are expected to be college-ready, including the ability to read and comprehend textbook exercises and projects.
7. Check your COM email daily

## DETERMINATION OF GRADE

### Grading System

| Items  | Points       | % Of Grade |
|--|--------------|------------|
| Chapter Quizzes 1-15                                       | TBD per quiz | 60         |
| Project 1 Develop a Design Brief and Logo Design           | 100          | 20         |
| Project 2 Final Project – Website, <u>or</u> Ad and Poster | 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 chapters 1-15 Quizzes 60% of your grade.
3. **Projects:** Two projects will be assigned and will make up 40% of your grade.

Please Note: (syllabus, grades, and projects are 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 POLICIES AND GUIDELINES

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. Course discussions and posts and determined by the instructor. **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.

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

## COMMUNICATING WITH YOUR INSTRUCTOR

**Course Communication:** Students can email me directly at [cjackson@com.edu](mailto:cjackson@com.edu). Please include your course and section number in the email.

Please keep in mind I will most likely not respond past 5 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.

## STUDENT LEARNER OUTCOMES

| Student Learner Outcome                                       | Maps to Core Objective(s) | Assessed via this Assignment                             |
|---|---------------------------|--|
| 1. Apply tools and technologies used in graphic design        | Critical thinking skills  | Project 2_Website Design<br>Project 2_Advertising Design |
| 2. Apply the elements of art and principles of graphic design | Communication skills      | Project 1_Logo 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 | Project 1_Creative Brief |

**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 or project and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

**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, Dr. Kristina Jantz at 409-933-8255, [KJantz@com.edu](mailto:KJantz@com.edu)

## COURSE SCHEDULE

| Week | Date | MindTap Chapters   | Assessment Due Sundays at @ midnight    | Name of Assessment                    |
|------|------|--|---|---------------------------------------|
| 1    | 1/13 | Read Syllabus, Purchase Access Code, Get familiar with D2L and MindTap                                     |   | MindTap Tour                          |
| 2    | 1/20 | Ch. 1 The Graphic Design Profession pgs. 1-18  | 1/26                                    | Chapter 1 Quiz                        |
| 3    | 1/27 | Ch. 2 Graphic Design Basics pgs. 19-33   | 2/2                                     | Chapter 2 Quiz                        |
| 4    | 2/3  | Ch. 3 Typography pgs. 35-63<br>Ch. 4 The Design Process pgs. 65-89   | 2/9                                     | Chapter 3, & 4 Quizzes                |
| 5    | 2/10 | Ch. 5 Concept Generation and Creativity pgs. 91-109.<br>Ch. 6 Visualization, Icons, and Color pgs. 111-131 | 2/16                                    | Chapter 5 & 6 Quizzes                 |
| 6    | 2/17 | Ch. 7 Composition pgs. 133-157<br>Ch. 8 Proportional Systems, The Gird, and Brochure Design pgs. 159-178   | 2/23                                    | Chapter 7 & 8 Quizzes                 |
| 7    | 2/24 | Ch. 9 Posters pgs. 180-211,  | 3/2                                     | Chapter 9 Quiz                        |
| 8    | 3/3  | <b>Project 1_DESIGN BRIEF AND LOGO CONCEPTS</b>  | <b>*Please note this project is Due</b> | <b>Project 1_Design Brief Due and</b> |

|                             |      |   |   |   |
|-----------------------------|------|---|---|---|
|                             |      |   | <b>WEDNESDAY<br/>MARCH 5 @<br/>Midnight</b>   | <b>Logo Concepts<br/>Due</b>            |
| 9                           | 3/10 | Ch. 10 Book Covers pgs. 213-236                   | 3/16  | Chapter 10 Quiz                         |
| <b>SPRING BREAK 3/17-23</b> |      |   |   |   |
| 10                          | 3/24 | Ch. 11 Branding and Visual Identity pgs. 238-283  | 3/30  | Chapter 11 Quiz                         |
| 11                          | 3/31 | Ch. 12 Advertising pgs. 285-325                   | 4/6   | Chapter 12 Quiz                         |
| 12                          | 4/7  | Ch. 13 Web, Mobile and Motion Design pgs. 328-369 | 4/13  | Chapter 13 Quiz                         |
| 13                          | 4/14 | <b>FINAL PROJECT</b>                              | <b>*Please note this<br/>project is Due<br/>WEDNESDAY<br/>APRIL 16 @<br/>Midnight</b> | <b>Final Project Ads<br/>or Website</b> |
| 14                          | 4/21 | Ch. 14 Package Design pgs. 371-392                | 4/27  | Chapter 14 Quiz                         |
| 15                          | 4/28 | Ch. 15 The Portfolio and Job Search pgs. 394-405  | 5/4   | Chapter 15 Quiz                         |
| 16                          | 4/5  |   |   |   |

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

## 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. Please discuss your design ideas, and show me your thumbnails, layouts, etc. via email or during student hours when we can work one-on-one.

### 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, and 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:

### SOFTWARE:

In the graphic arts program, we will be using the Adobe Creative Suite. Please look for an email from Adobe in your com.edu email. This email will come by the second week of class. Follow the link to set up free use of the software while enrolled in the course. The graphic arts lab will also have access to the Adobe suite. You are welcome to use our labs. Please check the lab schedule posted in D2L for times. Also, note there are two Mac computers in the campus library with the Adobe software. You may need to identify yourself as a graphic art student to the library staff and ask them to show you which computer has the software.

## 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](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](mailto: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.

**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.

### **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 or project 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](#)