ARTC 2347.101
Design Communications II
Spring 2022
Monday and Wednesday 11:00 AM - 1:50 PM
STEAM 137

INSTRUCTOR INFORMATION

Instructor: Coleena Jackson
E-mail: cjackson@com.edu
Phone: 409.933.8535 direct line to my office

409.938.1211 main college number (ext. 8535)

1.888.258.8859 toll-free (works from most parts of Texas but not within the 409 area code)

Office: 225-62 STEAM Building

Office Hours: MW 2:00 PM-3:00 PM, Tuesday 9:00 AM-2:00 PM

Course Communication You are welcome to email me at 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 Blackboard from me. Please check your COM email often.
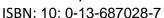
Communicating with your instructor: ALL electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

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 2021 Release
DeJarld Anton

Published by Adobe Press
ISBN: 10: 0-13-687028-7

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 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 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	
Total		**100**	

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.**

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 2. The last date to withdraw from the 16-week session is April 25. The last date to withdraw for the 2nd 8-week session is May 4.

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

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

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	**Small Ad Due**
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	**Business Report Due**
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	**Promotional Pamphlet Due**
14	Prepress			
15	Print			
16	Presentation	File collection		Presentation

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

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

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

Graphic Design Rips Offs or Inspiration?

COM POLICIES

Counseling Statement: Any student needing counseling services is requested to please contact Holly Bankston in the Student Success Center at 409-933-8520 or **hbankston@com.edu.** Counseling services are available in the student center for free. Appointments are strongly encouraged. However, some concerns may be addressed on a walk-in basis.

ADA Statement: Any student with a documented disability needing academic accommodations is requested to contact Holly Bankston at 409-933-8520 or **hbankston@com.edu.** The Office of Services for Students with Disabilities is located in the Student Success Center.
http://www.com.edu/counseling/disability-services

Early Warning Program: The Counseling Center at College of the Mainland has implemented an Early Warning Program. 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 Warning Program you will be contacted by someone in the Counseling Department. As student success and retention is very important to us, someone from the Counseling Department 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. 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 when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit com.edu/coronavirus for future updates.

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 online Student Handbook. http://www.com.edu/student-services/student-handbook.php . Students should act in a professional manner at all times. Disruptive students will be held accountable according to college policy. Any violations of the Code of Conduct will result in a referral to the Office for Student Conduct and may result in dismissal from this class.

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, 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/
http://en.writecheck.com/ways-to-avoid-plagiarism/

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