

**ART 291 Computerized Graphic Design I 20H-LEC (15373)
FALL 2020**

JANICE HATHAWAY – PROFESSOR

Class Meets: Tuesday & Thursday 2:30 – 4:50 pm
Online synchronous class
Office: Online
Office Hours: please refer to my online home page for updates
Monday & Wednesday: 9:00 – 9:30, 2:20 – 3:00
Tuesday & Thursday: 2:00 – 2:30
Online: daily
By appointment: 24-hour notice required
Email: hathawayj@tncc.edu

Class Site:

http://faculty.tncc.edu/hathaway/pages/cgd1_schedule.html

Student email: Students must use their Thomas Nelson/VCCS email account when communicating with the instructor or for other class activities. Students are responsible for checking their Thomas Nelson/VCCS email account regularly, at a minimum before each class meeting.

Instructor email response policy: The instructor will respond to student email within one business day.

The Graphic and Media Design department is part of the Communications, Humanities, and Social Sciences division, which may be contacted at chss@tncc.edu or (757) 825-2799.

ART 291 Computer Graphic Design I

(4 credits) ART 291/292 must be taken in sequence. Prerequisite(s): for ART 291 are ART 121, ART 131, ART 141, and (ART 283 or PHT 135).

Introduces students to using the computer as a publishing system. Examines stages of a publication from typesetting, laying out, creating and digitizing of illustrations and photographs, to the final printing. Requires students to write, design, illustrate and print pamphlets on the computer, including one full-color publication.

Lecture 2 hours + studio instruction 4 hours = total 6 hours per week.

Course Purpose

ART 291 Computerized Graphic Design I is a required course for the Graphic and Media Design and Photography with specialization in Visual

Communications programs at Thomas Nelson and may be used to fulfill a studio elective requirement in other art programs. ART 291 is a prerequisite for ART 292: Computerized the Graphic Design II, and ART 296: On-Site Training in Art. ART 291 cannot be used to fulfill a general education or transfer requirement at Thomas Nelson. Students intending to transfer should meet with advisors at Thomas Nelson and the transfer school and should check the transfer school's transfer guide to see how this course will fit into their curricula.

COURSE OBJECTIVES

Upon successful completion of Art 291, the student should be able:

- Examine the process of integrating content and meaning with visual form.
- Apply aesthetic judgments and critical thinking skills about the combination of text and image.
- Use structural systems such as grids and modules to organize visual information.
- Design page layouts using photographs, illustrations and text.
- Examine basic typographic characteristics and the use of typography in graphic design.
- Create effective visual design solutions through the application of design theories and principles by analyzing and applying the visual elements of line, shape, value, color, texture, time, space, and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to graphic design assignments.
- Examine and create graphic design assignments based on need and purpose.
- Analyze the scope of graphic design in the contemporary world.
- Demonstrate the ability to execute a creative project from conception to completion.
- Experiment by taking risks through the process of exploration during the creative problem solving process.
- Demonstrate technical skill with media and application as a result of experiencing various techniques.
- Demonstrate strong group communication skills and the ability to speak clearly during critiques.

REQUIRED COURSE ASSIGNMENTS AND PROJECTS

There are four hands-on digital art and design projects planned for the course. These will become more challenging technically as the semester progresses and student knowledge increases.

The projects are:

- Project 1. Client Brand
- Project 2: Client Presentation Kit
- Project 3. Client Product
- Project 4. Personal Identity System

Note: You must use your own imagery on all assignments! Do not use downloaded images or photographs from books or magazines that are copyrighted.

RECOMMENDED TEXT

If you wish to use a book you may choose whatever book you find helpful. One choice is Adobe InDesign Classroom in a Book

Course **materials** will change to accommodate the availability of new course references on the field of multimedia. Required readings will include online Help for each software package. Books will be discussed in class.

SOFTWARE USAGE

You must obtain an Adobe ID in order to use the software. Go to adobe.com and create an ID and password if you do not already have one. The password is free. This is what you'll be using to access the software. Write the ID and password down so that you do not forget it. This is the **ONLY** way you will access the Adobe software in classes.

At the end of **EVERY** class, you **MUST** sign out of the Adobe Suite and restart the computer.

Two very important tasks before you leave:

1. Sign out
2. Restart the computer

METHOD OF INSTRUCTION

The method of instruction will include lectures, studio demonstrations, project development and research, individual instruction, group discussions, and critiques. Examples are presented when important to describe course content. Class projects, software demonstrations and procedures are the focus of many course discussions.

IMPORTANT DATE 16-Week Session (August 19 – December 14) [Includes Exams]

16-Week Session (August 19-December14)

Classes Begin: August 19

Last Day to Add/Change Classes: August 25

Last Day to Drop for a Refund: September 4

Labor Day: September 7

Last Day to Drop with a Grade of "W": October 28

Thanksgiving Break: November 25-29

Classes End" December 7

Exams: December 8-14

Grades Due (By Noon): December 18

Grades Posted (Evening): December 18

Note: It is up to you, the student to withdraw from the course by this date: September 4 in order to receive a "W" grade. Forms may be picked up and filled out at the Admissions office. After this date the instructor may drop the student with an "F" grade.

EARLY ALERT SYSTEM

Early Alert System As evidence of our commitment to student success, Thomas Nelson has adopted an early alert referral system to support students in their educational pursuits. Faculty and staff use the Navigate system to alert and refer students to appropriate campus services for assistance. A student may receive follow-up calls from various campus services as a result of being referred through our early alert system. Participation is optional, but students are strongly encouraged to take advantage of the additional services offered.

RECOMMENDED TEXT

Adobe InDesign CC: Classroom in a Book

Course materials will change to accommodate the availability of new course references on the field of multimedia. Required readings will include online Help for each software package. Books will be discussed in class.

REQUIRED MATERIALS

You will need a digital storage transfer device such as a 2TB or larger external drive. In addition, you will use drawing pencils and erasers and other optional art supplies for creating thumbnails studies.

STUDENT SUPPORT SERVICES

Students are encouraged to take advantage of the many support services available to them at the College, including, but not limited to, free tutoring, computer lab access, library and other learning resources, counseling, academic advising, career advising, and scholarships. Please contact the instructor or the above named services for more information.

DISABILITY ACCOMMODATIONS

Thomas Nelson Community College complies with the requirements of the Americans with Disabilities Act (ADA) and provides reasonable accommodations to students who are entitled to such accommodations by law. Students receiving services from the College who have disabilities that require accommodations are responsible for informing the Office of Disabled Student Services (Hastings 323D; phone: 757-825-2833 or 757-825-2867 and TDD 757-825-2853; and www.tncc.edu/oss/index.htm.) Students must present instructors with their letters of accommodation as soon as possible. The accommodations become effective on the date when the student presents the letter to the instructor; accommodations shall not be applied retroactively.

RESOURCES FOR STUDENT SUCCESS

Students are encouraged to take advantage of the many support services available to them at the College, including, but not limited to, free tutoring, computer lab access, library and other learning resources, counseling, academic advising, career advising, and scholarships. More information is available on the Thomas Nelson website.

VETERANS AND ACTIVE DUTY MILITARY

Veterans and active duty military personnel with special circumstances (e.g. upcoming deployments, drill requirements, disabilities, etc.) are welcome and encouraged to communicate these circumstances to their instructors (in advance, if possible). Please also contact Thomas Nelson's offices of Enrollment Services and Veteran Services for more extensive assistance.

STUDENT SAFETY AND WELL-BEING

College students may experience a range of issues that can negatively impact learning, such as anxiety, depression, interpersonal or sexual violence, difficulty eating or sleeping, loss/grief, and/or alcohol/drug problems. These mental health concerns or stressful events may lead to diminished academic performance and affect a student's ability to participate in day-to-day activities. Student can reach out to the Office of Student Services, where a counselor can assist you. If a student experiences physical or mental health issue during the semester and feels the issue may impact their ability to complete work in the course, they are encouraged to contact their instructor.

Thomas Nelson Community College is committed to providing an educational environment free of all forms of sex discrimination. As required by Title IX, the College does not discriminate on the basis of sex in its education programs and activities, and it encourages any member of the college community who thinks that he or she has been subjected to

sex discrimination, sexual harassment (including sexual violence) or sexual misconduct by another student, member of the faculty or staff, or campus visitor or contractor, to immediately report the incident to our Title IX coordinator or deputy coordinator. Students should go to the TNCC website, and click on the link at the bottom of the page marked “Report an Incident.”

Title IX Coordinator

Dr. Betsy Harrison
Dean of Student Services
Hampton Campus, Griffin Hall, Room 201
Historic Triangle Campus, Student Services, Suite 117
(757) 253-4881
harrisonb@tncc.edu

Deputy Title IX Coordinator

Dr. Lynda Byrd-Poller
Director of Human Resources Hampton Campus, Moore Hall (757) 825-2728
byrd-pollerl@tncc.edu

As responsible employees of Thomas Nelson, faculty and staff are mandatory reporters, and must report all incidents of sexual harassment/misconduct witnessed by or disclosed to them to the Title IX Coordinator, or to the deputy coordinator by using the “Report an Incident” button at the bottom of each Thomas Nelson website page. Students who witness or are aware of an incident or situation they believe compromises the safety or well-being of a member or members of the college community are encouraged to report the incident or situation to the relevant authorities. Students should go to the TNCC website, and click on the link at the bottom of the page marked “Report an Incident.” Reports can be anonymous, though providing as much info as possible makes this resource more effective.

E2CAMPUS ALERT SYSTEM

e2Campus is a self-service, web-based, mass notification network that empowers the College to send instant alerts to faculty, staff, and students. This emergency notification system is used by more than 150 community colleges and universities to increase campus safety. But first, you must register with e2Campus to receive text emergency alerts and or email alerts. Please check with your cell phone carrier for applicable rates before you register.

Sign up for e2campus alerts. Returning User?

Login to manage your account. If you encounter difficulty utilizing the e2Campus system, please contact the Help Desk at 1-800-936-3525 or by email. Watch this instructional video for registering with e2Campus.

Student Basic Needs Statement Any student who faces challenges securing food or housing is urged to contact the Office of Student Services for support: 757-825-2827 (Hampton) 757-253-4755 (Williamsburg). Please note that Thomas Nelson operates a Care Team Cupboard, which is stocked with non-perishable food items and is open to students and members of the community free of charge. Students who need access to the Care Team Cupboard can visit Student Services, Griffin 201 (Hampton) or room 117 (Historic Triangle).

A Resource Guide is available on the Thomas Nelson website, which includes an extensive list of local resources to assist with food insecurity, housing insecurity, domestic violence, and many others.

REPEATING THE COURSE

Students may attempt to complete a course with a passing grade twice (withdrawing from the course with a grade of 'W' counts as an attempt). In order to receive permission for a subsequent attempt, the student must make an appointment to meet with the Dean of Student Services. Call 825 2827.

INCLEMENT WEATHER

In the event of inclement weather, the College provides delay and cancellation information to local radio and television stations and the e2Campus notification system. Inclement weather, particularly ice storms and hurricanes, can affect power, cable, and phone lines making it difficult to submit assignments in Blackboard. If the College is closed due to inclement weather, any assignments due during the closing will be expected on the first day the College reopens. Check Blackboard for details. If students are still experiencing difficulties in transmission of Blackboard assignments due to power or other outages, they should utilize another source of internet service to contact the instructor via email to resolve questions and concerns in a timely manner.

NEVER ATTENDED/COURSE WITHDRAWAL POLICY

A student who does not attend one of the first two class meetings (or the equivalent in online courses) may be reported as "Never Attended" and may be dropped from the course.

A student who violates the course attendance policy or who is not making satisfactory progress before the completion of 60% of the session, also referred to as the "Last Day to Drop with a Grade of W," may be dropped from the course and may receive a grade of "W."

However, while the College or instructor may withdraw students, as noted in the Student Handbook, "students have the obligation to initiate their

own withdrawals from classes” using the Student Information System (SIS).

IMPLICATIONS OF ENROLLMENT

Students must keep in mind that enrollment in college classes entails consequences that can be significant and permanent including, but not limited to, the following:

- Final course grades on college transcripts become a permanent part of a student’s college record.
- Grades of D and F and course withdrawals can lead to the loss of financial aid.
- Once the withdrawal date has passed, students cannot withdraw from a class, except in extraordinary circumstances such as a medical emergency.

ATTENDANCE POLICY

Per the TNCC Student Handbook, “Regular attendance is required in all classes. When absence from a class becomes necessary, it is the responsibility of the student to inform the instructor prior to the absence whenever possible. The student is responsible for the subsequent completion of all course work missed during an absence. Any instructional material missed and not subsequently obtained will affect the grade of the student, regardless of the reason for the absence.”

- If a student misses 6 classes, the student will be dropped from the course.
- If a student misses 2 consecutive weeks of classes, the student will be dropped from the course.
- A minimum of one full letter grade will be removed from the semester average if a student misses more than 6 classes and chooses to remain in the class after the withdrawal date.
- Three tardies to class will count as one absence.
- Students missing the lecture/demonstration will be counted as absent.
- All absences including an excused absence count toward the total.
- Students leaving class early without permission will be counted absent.

EXCUSED ABSENCE POLLICY

- A **written excuse** must be submitted for an absence to be counted as an excused absence.
- The written excuse must be submitted upon return to class.
- Work due during the excused absence will be accepted.
- Work must be submitted **no more than two class periods** after returning to class.

- Course materials missed during the excused absence will be reviewed.

TECHNOLOGY ISSUES POLICY

Computer or internet connection problems are not an acceptable excuse for not completing work. The Graphic and Media Design program provides an open lab in Templin 907 and college libraries as well as public libraries provide free computer and internet access. Assignments are due by published deadlines regardless of any technology issues experienced by the student.

CLASSROOM CONTAGIOUS DISEASE PROCEDURE

Students should remain at home if they have symptoms of a contagious disease that may endanger the health of others at Thomas Nelson Community College. Please contact your instructor by phone or email if you suspect you have contracted a contagious disease that causes you to miss more than a day of class. When you are ready to return to class, submit a doctor's statement or medical clearance that authorizes your return. While away from class, you will be expected to maintain progress in all course requirements.

ACADEMIC HONESTY, PLAGIARISM AND CLASSROOM CONDUCT

All students are bound by the conditions in the Student Code of Conduct. Disruptive or argumentative behavior will result in dismissal from class.

See the Thomas Nelson Community College Student Handbook for the complete college statement on Scholastic Dishonesty. The following excerpt is taken from the 2005-2006 Student Handbook, page 57:

'Generally, scholastic dishonesty is interpreted as cheating on an examination or quiz, which includes giving or receiving information; copying, using unauthorized materials in tests; collaboration during examinations; substituting for another person or allowing substitutions during examination; plagiarism, submission of work other than one's own; and collusion with another person or persons in submitting work for credit unless such collaboration is approved in advance by the instructor. Webster's Third International Dictionary defines plagiarism as follows:

Plagiarism-to steal and pass off, as one's own the ideas or words of another; to use without crediting the source; to present as new and official an idea or product derived from an existing source; to commit literary theft.'

Students who plagiarize concepts or work products such as illustrations or photographs by other artists Cheating of any kind is not tolerated in this class. Any student found to be cheating will receive an “F” for the course.

All acts of academic dishonesty will be reported to the dean.

CELL CALLS, TEXT MESSAGING, FOOD & MUSIC POLICY

Failure to adhere to this policy will result in the reduction of your grade for the semester or expulsion from class.

- Students may not answer their cell phone or text message during class. All portable devices must be turned off and put away during class. Calls and text messages may be made during class breaks.
- Students may not leave the class during a presentation unless it is a personal emergency.
- Students are not allowed to listen to music with over the ear headphones during the class.
- Students may only listen to music at a very low volume during open lab time. If your music can be hear by someone sitting next to you it is too loud.
- Students will receive two warnings about cell calls, text messages or music that is audible to others. At the second warning the device will be taken from the student and held at the teacher workstation until the end of the class period. After this the device will not be allowed in the classroom.
- You may not eat or chew gum in the classroom. You may eat during a break outside the classroom.
- You may have an enclosed bottle or cup that does not sweat.
- All conversations must be at a minimum. Only two warnings will be given over disruptive conversations. After the second warning the student will be asked to leave the class and counted absent.

USE OF COMPUTERS AND PRINTER

The printer is only available for printing class projects and in this class the projects are not printed. Do not print the syllabus, assignments or other printed materials. You may use the printer in the library for this purpose if you wish. Only paper that is supplied by department may be used in the printer.

Please do not touch your computer screens. Do not change the default desktop picture. All documents left on the desktop at the end of class will be thrown away. Use a folder in the Student folder for your work.

CHILDREN ON-CAMPUS POLICY

Children are not permitted to attend any class meeting. Children may not be left unsupervised in the hallway outside of the classroom. Children under 15 are only permitted to visit other areas of the campus when supervised by an adult at all times.

INSTRUCTOR LATENESS/ABSENCE POLICY

Typically, I will notify you by email if a class must be cancelled. The division office will post a sign outside the classroom door. If you have not been notified of a class cancellation and I am not present at the start time for the class, you should wait 15 additional minutes in case I was slightly delayed. If after that time if I have not arrived, a sign-in sheet should be passed among the students, listing the class name, meeting day and time, room number, and instructor name. One student shall be responsible for delivering the sign-in sheet to Campus Police. Campus Police will forward that sheet to the appropriate division office. You should check your TNCC email within 24 hours for instructions on how to prepare for the next class meeting.

INSTRUCTORS'S EXPECTATION

Lectures, demonstrations and general class participation is an important aspect of this course. Lectures and related information will be given once. For unexcused absences, students need to make arrangements with other class members regarding information. Note taking during lectures and demonstrations is necessary. Since this is a college course, time outside of class will need to be consistently spent on projects to meet the requirements of the class.

REQUIRED TIME-ON-TASK

To succeed in this course students will have to put time both into class meetings and also into out-of-class study. Class meets for two hours and twenty minutes twice a week for a total of four hours and forty minutes. Students are expected to work an equivalent amount of time outside of class for a total time of 8 to 9 hours a week.

GRADING POLICY

Grading is based on assignments and projects. It is the responsibility of the student to review handouts, take notes, complete and turn in assignments on due dates.

- **Projects are due at the critique deadline.** If a project is not presented at the critique it is considered late and will result in a full letter grade reduction for that project unless there is a valid written medical reason or a family emergency.

- **Projects may be revised after the critique and must be submitted one week after the deadline.** For example if a critique is on a Tuesday the final day to submit work is the end of the class on the following Tuesday. No work will be accepted after the one-week revision period unless there is a valid written medical reason or a family emergency. Please review the excused absence policy.
- **Projects will only be graded once.** Grading sheets are used for each assignment so that you can easily determine how your work will be assessed. Please review posted grading sheets carefully.
- **Class participation for 10% of your grade will be considered in the evaluation of the final grade.** This includes being in class on time and throughout the class period, participation in class activities, completed tutorials, working consistently during class and regular verbal participation in critiques.
- To receive full points for class participation all students need to complete the online class evaluation and submit the confirmation email as proof.
- **Disruptive, disrespectful or argumentative behavior** will result in a lower grade during final grade evaluation or dismissal from class.
- **A full letter grade taken off the final semester grade for any student missing the final semester critique or not turning in a final project without prior permission in addition to receiving a zero on the final assignment.**

LATE WORK POLICY

- A full letter grade will be taken off work not shown at the critique or after the submission deadline.
- Work due during an excused absence will be accepted but must be submitted **no more than two class periods** after returning to class. Work submitted after the deadline will have one letter grade reduction.

GRADING SYSTEM:

All projects are worth 100 points each. Project grades are weighted by the following percentages:

PROJECT	PERCENTAGE
Project 1. Client Brand	22.5%
Project 2. Client Presentation Kit	22.5%
Project 3: Client Product	22.5%
Project 4. Personal Identity System	22.5%
Class Participation	10%

Letter grades for this class are award according to the following point distribution:

A: 90-100	Excellent - outstanding work.
B: 80-89	Good - above average work.
C: 70-79	Average - satisfactory work
D: 60-69	Poor - passing work.
F: 0-59	Failure.

In general, excellent design/artwork (approaching professional, portfolio quality) is an "A". Projects that display above average, better design/artwork receive a "B". Projects that meet the minimum requirements for a project assignment get a "C". Missing, incomplete, or sloppy work that is lacking in basic artistic merit, shows inadequate effort, or does not meet minimum project requirements receives a D or F.

Overall Grade Breakdown:

90%	All assignments averaged by percentage.
10%	Class Participation: <i>Up to 10% may be deducted for lack of class participation including attendance, class behavior and participation in the end-of-term class evaluation.</i>

FOR DUAL ENROLLMENT COURSES

Dual enrollment courses are college-level courses that may be geared towards adult learners. Instructors may not and are not expected to tailor course content to dual enrollment students. If you have any additional questions or concerns regarding the information above, please feel free to reach out to your Dual Enrollment Coordinator.

DISCLAIMER

The instructor has attempted to provide a syllabus that is complete and that provides an accurate overview of the course; however, the instructor will modify course policies and the calendar of activities as may be necessary during the semester. All such changes will be announced on Blackboard. It is the student's responsibility to note and attend to all announced changes.