



**Digital Communication  
Southwest College**

<https://www.hccs.edu/programs/areas-of-study/art--design/digital-communication-/>

---

**ARTC 1305 Basic Graphic Design**

Spring 2021 | 14 Weeks (2.1.2021-5.15.2021)

Online and In person | WHS 1115 | M-F 8 a.m.- 4:05 a.m.

4 Credit Hours | 2 Lectures ~ 2 Lab 96 hours per semester

**Instructor Contact Information**

Instructor: Jennifer Grimm-McGinley  
Office: Waltrip High School  
HCC Email: [jennifer.grimm@hccs.edu](mailto:jennifer.grimm@hccs.edu)

Office Phone: 713-688-1361  
Office Hours: W & F 10:05 – 11:35  
Office Location: Waltrip High School

Please feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear the concerns and just to discuss course topics.

**Instructor's Preferred Method of Contact**

I will respond to emails within 24 hours Monday through Friday; I will reply to weekend messages on Monday mornings.

**What's Exciting About This Course**

You will learn tools to create well layout, purposeful and audience specific for online and print publication. You will work hands on to create graphic designs with emphasis on the visual communication process. Topics include basic terminology, graphic design principles, and learning how to evaluate design questions.

**My Personal Welcome**

Welcome to Basic Graphic Design —I'm delighted that you have chosen this course! I will present the information in the most exciting way I know, so that you can grasp the concepts and apply them to the project you will create.

As you read and wrestle with new tools and techniques that may challenge you, I am available to support you. The fastest way to reach me is by my HCC email. The best way to really discuss issues is in person and I'm available during posted office hours to tackle the questions. As your instructor, I want you to be successful. I feel that it is my responsibility to

provide you with knowledge and opportunities for critical thinking and applications as appropriate.

## Prerequisites and/or Co-Requisites

ARTC 1305 requires college-level reading and writing skills. Frequent requisites for this class are MATH 0306 (Basic Math Pre-Algebra), GUST 0341 (7th -9th Grade Reading), and ENGL 0300 or 0347. **Basic computer skills** is required to enroll in ARTC 1305. Please carefully read and consider the repeater policy in the HCCS Student Handbook.

## Canvas Learning Management System

This section of ARTC 1305 will use Canvas (<https://eagleonline.hccs.edu>) to supplement in-class assignments, exams, and activities.

**All assignments will be posted on CANVAS. Handouts will not be given but students can print their assignment instructions if needed.** Students are expected to check for any updates online and for the instructions for every assignment/project. Grades will be posted on Canvas in timely manner. Be sure to follow the requirements of each project.

- **Midterm Evaluation** – Corporate Identity design. (use of computer is allowed)
- **Final Project** Create a packaging design using techniques and design principles covered in class. - Due last week. Under no circumstances will any late projects be accepted.

HCCS Open Lab locations may be used to access the Internet and Canvas. **USE [FIREFOX](#) OR [CHROME](#) AS THE INTERNET BROWSER.**

## HCC Online Information and Policies

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

## Scoring Rubrics, Sample Assignments, etc.

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course. <https://eagleonline.hccs.edu/login/ldap>

## Textbook Information

Non Required – you will have readings from several online and blogs.

## Instructional Materials

### Basic Graphic Design Supplies

**NOTE: All these supplies are available through Texas Art Supplies in Houston. You will receive a 10% discount as a student.**

#### **Paper:**

- 9 x 12" tablet all-purpose sketching paper
- 9 x 12" Bristol Board paper tablet
- 9 x 12" Heavy duty **BLACK** Construction Paper
- 9 x 12" Heavy Duty **GREY** Construction Paper

#### **Tools:**

12" metal ruler w/cork backing  
glue stick  
carrying case  
Xacto knife  
cutting pad  
scissors  
compass or circle template

**Drawing Supplies:**

Prisma or Ebony jet black pencil  
regular 2HB pencil  
Pink Pearl or Mars Plastic eraser  
Mini Pencil Sharpener

**Black "Pens"**

2 black Sharpies: one fine point; one medium (regular) point  
OPTIONAL: 1 black large chisel point Sharpie

## Other Instructional Resources

**Mass USB storage device (Required 16 GB or higher)**

**Recommended book(s):**

TEXTBOOK (recommended): Photoshop CC: Visual QuickStart Guide (2015 release) 1st Edition by Elaine Weinmann (Author), Peter Lourekas (Author)

**Adobe Photoshop CC Software** (*Access to software will be necessary to complete class work during the semester. Students have access to the campus lab computers with Adobe Photoshop CC software.*)

**Student Access for Adobe Creative Cloud**

[https://hccprod.service-now.com/sp?id=kb\\_article&sys\\_id=f28cc5d8db7b44d073041230399619db!](https://hccprod.service-now.com/sp?id=kb_article&sys_id=f28cc5d8db7b44d073041230399619db!)

## Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

## Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu>.

## Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

## Course Overview

Digital Imaging 1: Digital imaging using raster image editing and/or image creation software: scanning, resolution, file formats, output devices, color systems, and image-acquisitions

### Core Curriculum Objectives (CCOs)

ARTC 1305 is a hand-on course of the basic principles of graphic design and artistic composition. Emphasis is placed on major principles of artistic construction including composition, rule of thirds, rule of odds, the golden principle, line, shape, form, figure/ground, perspective, and color theory.

### Program Student Learning Outcomes (PSLOs)

1. Demonstrate ability to select and apply industry standard software in design.
2. Design and demonstrate use of software and techniques in Digital Communication's practical applications.
3. Develop a portfolio of work that demonstrates proficiency in skills for employment.
4. Present a portfolio of work that demonstrates proficiency in skills for employment.

Can be found at:

<https://www.hccs.edu/programs/areas-of-study/art--design/digital-communication-/>

### Course Student Learning Outcomes (CSLOs)

Upon completion of ARTC 1305, the student will be able to:

1. Define basic design terminology
2. Apply the design process using graphic design principles
3. Demonstrate the use of design

### Learning Objectives for each ARTC 1305:

Define basic design terminology

1. Understanding and utilizing design elements and principles

Apply the design process using graphic design principles

1. Applying unifying techniques
2. Understanding and applying conceptual development and processes
3. Understanding and applying design execution and presentation
4. Controlling the viewer's response

Demonstrate the use of design tools and equipment

1. Discussions and examples demonstrating links between the commercial and fine arts
2. Experiments and practices of typography
3. Exploring methods of visualization and communication
4. Color communication exercises

Learning Objectives for each CSLO can be found at

<http://learning.hccs.edu/programs/digital-communication>

## Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

## Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Attain a raw score of at least 50% on the departmental final exam
- Be aware of and comply with academic honesty policies in the [HCCS Student Handbook](#)

### Total Course Contact Hours

Credit and Lecture - 96.00; External Hours: 48 hours

*Note: One hour of classroom instruction equates to a minimum of 1.5 hours of out-of-class student work for each week. External hours of student work may include assignments, projects, research, exam certification practice, and/or field trips. **Example: 2 lectures, 4 lab hours***

Lecture 2hrs x 16 weeks = 32 hrs.

Lab hours 4hrs x 16 weeks = 64 hrs.

External Hours 3hrs x16 weeks = 48 hrs.

## Assignments, Exams, and Activities

Based on and in fulfillment of the learning objectives listed above, students will do the following work:

### Exercises

These are small in-class assignments that usually involve either applying specific concepts learned either on present and previous class days. You will need to be present in class to do these exercises. These will be graded as pass/fail assignments.

**NOTE: SAVE ALL YOUR WORK FOR FINALS WEEK!**

### Homework

Similar to exercises, students will do these small assignments in between class periods for homework. These assignments are due from one class to the next unless otherwise stated by me. These will be graded as pass/fail assignments.

**NOTE: SAVE ALL YOUR WORK FOR FINALS WEEK!**

### Projects

These are major assignments that will be given periodically during the semester. These are expected to be treated professional-grade assignments for a portfolio. Because of this students will be given extra time to complete these assignments. These will receive a letter grade.

**NOTE: SAVE ALL YOUR WORK FOR FINALS WEEK!**

### Final Projects and Portfolio

Like projects, these are portfolio-quality projects a student will be doing for their final assignments of the semester. Students will be given about a month to complete these assignments. Students will receive a letter grade for these.

In addition, all the work you've done during the semester must be organized professionally in an art portfolio and you will meet with me to review your progress throughout the semester.

**NOTE: SAVE ALL YOUR WORK FOR FINALS WEEK!**

### Grading Formula

Exercises	25 points
Homework	25 points
Projects	25 points
Finals	25 points

A = 100 – 90;.....4 points per semester hour

B = 89 – 80: .....3 points per semester hour

C = 79 – 70: .....2 points per semester hour

D = 69 – 60: .....1 point per semester hour

59 and below = F.....0 points per semester hour

IP (In Progress) .....0 points per semester hour

W(Withdrawn).....0 points per semester hour

I (Incomplete).....0 points per semester hour

AUD (Audit) ..... 0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

### Incomplete Policy:

In order to receive a grade of Incomplete ("I"), **a student must have completed at least 85% of the work in the course.** In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete.

An "I" (Incomplete) may be assigned by the instructor (only with the consent of the department chair), if a student is unable to finish all the course requirements during the original semester of enrollment. An Incomplete course status designation is appropriate only when the following conditions are present:

1. The student has done satisfactory work in a substantial fraction (minimum 85%) of the course requirements prior to grading time and provides the instructor with evidence of potential success in the remaining work.
2. Extraordinary circumstances, not related to performance in the class, such as illness, have prevented the student from finishing the course requirements on time. Student **must** provide appropriate medical documents before requesting an Incomplete.

An Incomplete will not be given to enable a student to do additional work to improve a grade. The instructor may deny a request for an Incomplete and assign a grade based on the work completed at that point. It is the student's responsibility to initiate a request for an approved, the instructor will indicate the conditions for the removal of the Incomplete, including the date for submitting all remaining work.

The instructor may change the "I" to a grade (including an "F") if the remaining work is not submitted by the deadline for completion.

**HCC Grading Scale can be found on this site under Academic Information:**  
<http://www.hccs.edu/resources-for/current-students/student-handbook/>

## Course Calendar

### Spring 2021 SCHEDULE OF CLASSES:

**Following is a tentative outline of discussion topics and class assignments for the semester. This schedule is subject to change. The instructor reserves the right to change the assignments, projects and dates as deemed necessary. You will be informed of any changes. Updated information will be posted on Eagle Online. You must login minimum 3 times a week during the semester for this class.**

**Eagle Online ACTIVITIES (WEA): All textbook lessons and class projects must be turned in via Eagle Online. See class handout and/or announcement for each week for additional assignments.**

Week 1	Introduction
Week 2	Figure Ground
Week 3	Shape and Form
Week 4	Value and Contrast
Week 5	Lines
Week 6	Texture, Pattern and Rhythm
Week 7	Balance
Week 8	Tension
Week 9	Composition; Rule of Thirds and Golden Rule
Week 10	Rule of Odd, Diagonals
Week 11	Emphasis, Unity and Composition
Week 12	Cubism
Week 13	Color Theory I, II and III
Week 14	Finals

## Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

## Instructor's Practices and Procedures

### Missed Assignments

Class attendance and participation in class critiques and presentations is an important component of this class. **You will lose points if you miss presentations and not participate in class critiques.**

### **DIGITAL COMMUNICATION DEPARTMENT LATE ASSIGNMENT TURN IN POLICY**

Every assignment has a due date and students are expected to submit their assignments by the assigned due date. It is the student's responsibility to read and adhere to all assignment due dates listed on the assignment handouts, posted, or announced in the class. The purpose of this policy is to help students with time management and ensure optimum academic success in the classroom.

ALL Assignments are due on the due dates indicated or announced in class. **Technical issues are not valid excuses for late work.**

### Academic Integrity

All textbook lessons, class assignments and projects must be completed by the student. Any work completed with the help of external sources such as lab technicians or past students/relatives etc. will result in a zero grade and scholastic dishonesty will result in a referral to the Dean of Student Services.

Insert a specific description of your expectations for academic integrity. Consequences for cheating, plagiarism, collusion, etc may also result in suspension from the college

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>.

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

### Attendance Procedures

**Attending class regularly is the best way to succeed in this class!) Attendance is taken within the first 15minutes of the class session. You will be marked absent for unexcused lateness (See below). Your attendance is also considered part of the class participation, and as such can affect your grade. Please note that you will be administratively dropped if you exceed the 12.5% of instruction hours (2-four hour sessions for classes that meet once a week, OR 4-two hour sessions for classes that meet twice a week).**

**3 unexcused lateness or leaving early (15 minutes late) = 1 absent session.**

**Participate in class discussions and critiques is required and is graded based and will affect your grades.**



## Student Conduct

### Instructor's Course-Specific Information

As your instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Your instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, you are asked to respect the learning needs of your classmates and assist your instructor achieve this critical goal.

### Electronic Devices

Cell phones must be switched to silent mode. If you need to take an emergency call or make a text message, please leave the classroom without disrupting your instructor or classmates. You may not accept calls or text message during class..

## HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning
- Veteran Services

### EGLS<sup>3</sup>

The EGLS<sup>3</sup> (Evaluation for Greater Learning Student Survey System) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS<sup>3</sup> surveys are only available for the Fall and Spring semesters. -EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

## **Campus Carry Link**

Here's the link to the HCC information about Campus Carry:

<http://www.hccs.edu/departments/police/campus-carry/>

## **HCC Email Policy**

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

## **Housing and Food Assistance for Students**

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

## **Office of Institutional Equity**

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

## **disAbility Services**

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

## **Title IX**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross  
Director EEO/Compliance

Office of Institutional Equity & Diversity  
3100 Main  
(713) 718-8271

Houston, TX 77266-7517 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu)

<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

### **Office of the Dean of Students**

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

### **Department Chair Contact Information**

Department Chair's name: Andre Hermann

Email address: [andre.hermann@hccs.edu](mailto:andre.hermann@hccs.edu)

Office phone number: 713-718-7891.