



**Course Syllabus
Basic Graphic Design
ARTC 1305**

Semester with Course Reference Number (CRN#s)	Fall 2017 42391, 42392, 42393 and 42394						
Instructor contact information (phone number and email address)	Jennifer Grimm 713-688-1361 jennifer.grimm@hccs.edu						
Office Location and Hours	Waltrip High School Monday – Friday 2:30 – 3:15						
Course Location/Times	ARTC 1305 (42391) Monday – Friday 8:00 – 8:50 AM; ARTC 1305 (42392) Monday – Friday 9:00 – 9:50 AM; ARTC 1305 (42393) Monday – Friday 10:00 – 10:50 AM; ARTC 1305 (42394) Monday – Friday 11:00 – 11:50 AM; Waltrip High School – Learning Center Room 1115						
Course Semester Credit Hours (SCH) (lecture, lab) If applicable	<table border="0" style="margin-left: 20px;"> <tr> <td>Credit Hours</td> <td>3.00</td> </tr> <tr> <td>Lecture Hours</td> <td>2.00</td> </tr> <tr> <td>Laboratory Hours</td> <td>4.00</td> </tr> </table>	Credit Hours	3.00	Lecture Hours	2.00	Laboratory Hours	4.00
Credit Hours	3.00						
Lecture Hours	2.00						
Laboratory Hours	4.00						
Total Course Contact Hours	96						
Continuing Education Units (CEU): if applicable	None						
Course Length (number of weeks)	16						
Type of Instruction	Lecture ~ Web-enhanced 34 hrs electronic instruction						
Course Description:	Graphic design with emphasis on the visual communication process. Topics include basic terminology and graphic design principles.						
Course Prerequisite(s)	PREREQUISITE(S): MATH 0036, GUST 0341 (7 th – 9 th grade reading), ENG 0300 or 0347						

**Academic
Discipline/CTE
Program Learning
Outcomes**

1. Demonstrate ability to select and apply industry standard software in the design, creation and production of project assignments.
2. Effectively describe and present projects utilizing industry specific vocabulary. Written projects and assignments present good writing skills with included industry vocabulary.
3. Design and demonstrate use of software and techniques in practical applications.
4. Develop a portfolio of work that demonstrates proficiency in skills for employment.

**Course Student
Learning Outcomes
(SLO) 4 to 7**

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

**Learning Objectives
(Numbering system
should be linked to
SLO eg
1.1,1.2,1.3,etc)**

- 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

**SCANS and/or Core
Curriculum
Competencies**

- SCANS
- Define basic design terminology**
- Foundation Skills - Basic - Reading
Foundation Skills - Basic - Writing
Workplace Competencies - Information - Acquires & Evaluates
Workplace Competencies - Information -Organizes & Maintains
Workplace Competencies - Information - Interprets & Communicates
- Apply the design process using graphic design principles**
- Foundation Skills - Basic – Listening
Foundation Skills - Thinking - Decision Making
Foundation Skills - Thinking - Creative
Foundation Skills - Thinking - Problem Solving
Foundation Skills - Thinking - Knowing How to Learn
Foundation Skills -Thinking -Reasoning
Workplace Competencies - Resources - Allocates Time

Demonstrate the use of design tools and equipment

Foundation Skills - Basic - Speaking
 Foundation Skills - Personal Qualities – Self -Esteem
 Foundation Skills - Personal Qualities - Social
 Foundation Skills - Personal Qualities - Self-Management
 Foundation Skills - Personal Qualities -Integrity/Honesty
 Foundation Skills - Personal Qualities - Responsibility
 Workplace Competencies - Resources -Allocates Money
 Workplace Competencies -Resources - Allocates Material & Facility
 Resources
 Workplace Competencies - Technology - Selects Technology
 Workplace Competencies - Technology -Applies Technology to Task

Course Calendar **See page ten for course calendar.**

Instructional Methods
 Face to Face
 Web-enhanced
 A variety of instructional methods are used throughout the semester. Examples may include class discussions, lectures, readings, group projects, video/DVD, internet searches, and presentations.

Student Assignments
Define basic design terminology
 Lab Exercises
 Homework Exercises
Apply the design process using graphic design principles
 Projects
 Lab Exercises
 Homework Exercises
Demonstrate the use of design tools and equipment
 Presentations
 Projects
 Portfolios
 Lab Exercises
 Homework Exercises

Student Assessment(s)
 Your work will be evaluated according to the following criteria:
 Adherence to the assignment guidelines: Do not rearrange the assignment guidelines. Complete the right assignment. If the assignment is not clear to you, it is your responsibility to ask for clarifications before doing it.
 Appropriateness: Follow course policies, attitude—check on how you handle projects and challenges along with working with others in class. Do not have someone do the project or assignment for you. Submit & present projects on time.
 Techniques and Concepts: Application of concepts and techniques.

Design Layout: Consider creativity, balance of elements, design techniques, use of white space, fonts, sizes and styles, effects and color.
 Quality of Execution: Content information. Strive for excellence. All work should be an attempt at portfolio quality.

Using the above criteria, your work will be assessed on six levels:
 90–100% A Exceptionally fine work; superior in presentation, visual observation, comprehension and participation
 80–89% B Above average work; superior in one or two areas
 70–79% C Average work; good, unexceptional participation
 60–69% D Below average work; noticeably weak with minimal participation
 Below 60% F Clearly deficient in presentation, style and content with a lack of participation
 Misc W Excessive absence (more than 12.5% semester absence)

Instructor's Requirements

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 class activities, discussions, and lectures or other forms of presenting materials.
- Provide the course outline and class calendar, which will include a description of any special projects or assignments.
- Arrange to meet with individual students before and after class as required.
- Inform students of policies, such as attendance, withdrawal, tardiness and make up.

To be successful in this class, it is the student's responsibility to:

- Attend class and participate in class discussions and activities.
- 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.
- Complete the course with a passing score.
- Adhere to HCC, department and instructor policies

Program/Discipline Requirements: If applicable

- Complete and comprehend the objectives and technologies involved in all graded assignments.

- Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.
- Complete all reading assignments pertaining to the subject matter of the course.
- Attend class regularly, missing no more than 12.5% of instruction and lab time (12 hours)
- Arrive at class promptly and be prepared with necessary books, storage media, assignments, and anything else required.
- Exhibit safe and courteous lab habits.
- Develop and share knowledge and information with fellow students.
- Participate in keeping labs clean and organized; shutting down computers when finished; abiding by lab rules; showing respect for instructors, fellow students and lab assistants.
- Participate in class discussions and critiques.
- Demonstrate the ability to communicate in a clear, coherent manner.
- Turn in all assignment on time and in the manner required by the instructor.
- Demonstrate the ability to use computer--based technology and software applications as it applies to be given class.
- Understand and be proficient in computer file management, including saving and retrieving files.
- When possible, demonstrate the ability to use and understand both Macintosh and Window operating systems.
- Demonstrate knowledge and the ability to use applicable peripherals and storage devices.
- Develop a portfolio that illustrates concepts, techniques, and programs used in solving class assignment, including a written statement describing project concepts and processes.
- Demonstrate ability and creativity in using computer--based technology in communicating, solving problems and acquiring information.
- Accept responsibility for personal understanding of course requirements and degree plan.

HCC Grading Scale

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
FX (Failing due to non-attendance)	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.

<http://www.hccs.edu/district/students/student-handbook/>

Instructor Grading Criteria

Assignments/Quizzes	25%
Participation	25%
Final Project	25%
Final Exam	25%
TOTAL	100%

Instructional Materials

Construction paper: 9"x12" packages each of black, white, gray, and assorted colors

Glue stick

Scissors and/or X-ACTO knife

Pencils and colored pencils

Textbooks – not mandatory but helpful

The Non-Designer's Design Book by Robin Willimas ISBN 0321193857

Design Principles and Problems by Paul Zelanski and Mary Pat Fisher ISBN 0155016156

Basics of Design Layout and Typography for Beginners by Lisa Graham ISBN 0766812622

External USB/FW Hard drives

Office stationery — Pen, Pencil, Paper, Blank DVD/CDs, etc

EGLS3 – Evaluation for Greater Learning Student Survey System

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time, you will be asked to answer a short online survey of

research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and division chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

HCC Policy Statement:

Access Student Services Policies on their Web site:

<http://www.hccs.edu/district/about-us/policies/d-student-services/>

Attendance Policy:

Although it is your responsibility to drop a course for nonattendance, the instructor has the authority to drop you for excessive absences. You may be dropped from a course after accumulating absences in excess of 12.5 percent of the total hours of instruction (lecture and lab) For a 3 credit-hour lecture class meeting 3 hours per week (48 hours of instruction), you can be dropped after 6 hours of absence. The 6 hours includes accumulated minutes for arriving late to class and leaving class early.

Distance Education Policies:

Access DE Policies on Their Website:

All students are responsible for reading and understanding the DE Student Handbook, which contains policies, information about conduct, and other important information. For the DE Student Handbook click on the link below go to the DE page on the HCC website.

The Distance Education Student Handbook contains policies and procedures unique to the DE student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as DE contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the DE Student Handbook by visiting this link: <http://de.hccs.edu/media/houston-community-college/distance-education/student-services/2013-CDEStudentHandbook-%28Revised8-1-2013%29.pdf>

Advising:

A senior advisor is connected to this class section and will meet with the class within the first two weeks of instruction. The senior advisor will review the advising syllabus and the ways in which you can communicate with him/her. Students are required to meet with their senior advisor at least twice within the

semester. Participation in these advising sessions is required and will be a part of the grade in this success class.

Title IX

HCC is committed to providing a learning and working environment that is free from discrimination on the basis of sex which includes all forms of sexual misconduct. Title IX of the Education Amendments of 1972 requires that when a complaint is filed, a prompt and thorough investigation is initiated. Complaints may be filed with the HCC Title IX Coordinator available at 713 718-8271 or email at oi@hccs.edu.

Discrimination

Students should be aware that discrimination and/or other harassment based on race, sex, gender identity and gender expression, national origin, religion, age, disability, sexual orientation, color or veteran status is prohibited by HCC Policy G.1 Discrimination and Harassment and D.1.1 Equal Educational Opportunities. Any student who feels they have been discriminated against or harassed on the basis of race, sex, gender identity, gender expression, national origin, religion, age, disability, sexual orientation, color or veteran status including sexual harassment, has the opportunity to seek informal or formal resolution of the matter. All complaints/concerns should be directed to the Office of Institutional Equity, 713 718-8271 or oi@hccs.edu. Additional information may be obtained online. Visit <http://www.hccs.edu/district/departments/institutionalequity/> Complaints involving sexual misconduct to include but not limited to: sexual assault, stalking, dating violence, sexual harassment or domestic violence should be directed to the HCC Title IX Coordinator, Renée Mack at 713 718-8272 or renee.mack@hccs.edu

Students with Disabilities

Abilities

Houston Community College is dedicated to providing an inclusive learning environment by removing barriers and opening access for qualified students with documented disabilities in compliance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act. Ability Services is the designated office responsible for approving and coordinating reasonable accommodations and services in order to assist students with disabilities in reaching their full academic potential. In order to receive reasonable accommodations or evacuation assistance in an emergency, the student must be registered with Ability Services.

If you have a documented disability (e.g. learning, hearing, vision, physical, mental health, or a chronic health condition), that may require accommodations, please contact the appropriate Ability Services Office below. Please note that classroom accommodations cannot be provided prior to your Instructor's receipt of an accommodation letter and accommodations are not retroactive. Accommodations can be requested at any time during the semester, however if an accommodation letter is provided to the Instructor after the first day of class,

sufficient time (1 week) must be allotted for the Instructor to implement the accommodations.

Ability Service Contact Information

Central College

713.718.6164

Coleman College

713-718-7376

Northeast College

713-718-8322

Northwest College

713-718-5422

713-718-5408

Southeast College

713-718-7144

Southwest College

713-718-5910

Adaptive Equipment/Assistive Technology

713-718-6629

713-718-5604

Interpreting and CART services

713-718-6333

Useful Websites

- Information: www.hccs.edu ; <http://learning.hccs.edu>
- Tutoring & Support: <https://hccs.upswing.io/>
- Eagle Online: <https://eagleonline.hccs.edu>
- Purdue OWL: <http://owl.english.purdue.edu/owl/resource/747/01/>

**16 Week Course Calendar
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 online on Eagle Online

WEEK ONE:

Meet & Greet//Syllabus/Class Exercise (DLM) Overview/ Discuss Class Expectations and Goal of Class to Think, Speak and Design as a Visual/digital communicator/Graphic Designer.

Assignment: Get Supplies.

WEEK TWO:

Discuss Famous Graphic Designer/ In Class Exercise: logo update/Introduction of Shapes/in - class Assignment: Positive, Negative, Value Exercise.

Assignment:

WEEK THREE:

Discuss Assignments/Figure Ground/Letters Exercise/Shapes & Form/Positive Negative Space & Illusion

Assignment: Figure Ground assignment/Optical Illusion

WEEK FOUR:

Discuss Symmetrical and Asymmetrical: Balance

Assignment: Balance

WEEK FIVE:

Discuss Assignments/Line Lecture/Tension & Balance Exercise Tension Drawing Assignment: Tension Assignment

WEEK SIX:

Discuss Assignment/Line and Value Assignment: Value Assignment, gradations

WEEK SEVEN:

Project Critique/Class Exercise/Gestalt /Rule of Thirds/ Begin Composition

Assignment: Composition Exercise

WEEK EIGHT

Discuss Assignment/Introduction to Typography

Assignment: Create Type Styles

WEEK NINE Midterm Project:

Discussion/Famous Artist/Poster Exploration/visual communication

Assignment: Begin Midterm.

WEEK TEN:

Introduction to Color Theory

Assignment: Color Theory Exercises/Homework

WEEK ELEVEN:

Continue Color Theory

Assignment: Color Theory Project

WEEK TWELVE

Field Trip

: TBA possible Art Gallery or Special Guest speaker.

Assignment: Drafts on Final Projects

WEEK THIRTEEN

Discuss Assignment/Work on Final Projects

Assignment: Tweak Final Projects

WEEK FOURTEEN

Work ON FINAL

WEEK FIFTEEN:

PRESENT AND CRITIQUE FINAL.

12 WEEK CALENDAR

(subject to change)

WEEK ONE: Topic

Meet & Greet//Syllabus/Class Exercise (DLM) Overview/Discuss Class Expectations and Goal of Class to Think, Speak and Design as a Visual/digital communicator/Graphic Designer.

Assignment: Get Supplies.

WEEK TWO: Topic

Discuss Famous Graphic Designer/ In Class Exercise: logo update/Introduction of Shapes/in-class Assignment: Positive, Negative, Value Exercise. Assignment:

WEEK THREE: Topic

Discuss Assignments/Figure Ground/Letters Exercise/Shapes & Form/Positive Negative Space & Illusion Assignment: Figure Ground assignment/Optical Illusion

WEEK FOUR: Topic

Discuss Symmetrical and Asymmetrical: Balance Aignment: Balance

WEEK FIVE: Topic

Discuss Assignments/Line Lecture/Tension & Balance Exercise Tension Drawing Assignment: Tension Assignment

WEEK SIX: Topic

Discuss Assignment/Line and Value Assignment: Value Assignment, gradations

WEEK SEVEN: Topic

Project Critique/Class Exercise/Gestalt /Rule of Thirds/ Begin Composition Assignment: Composition Exercise

WEEK EIGHT

Midterm Project:

Discussion/Famous Artist/Poster Exploration/visual communication

Assignment: Begin Midterm.

WEEK NINE

Discuss Assignment/Introduction to Typography

Assignment: Create Type Styles

WEEK TEN: Topic

Introduction to Color Theory Assignment: Color Theory Exercises/Homework

WEEK ELEVEN: Topic

Discuss Assignment/Work on Final Projects

WEEK TWELVE

PRESENT AND CRITIQUE FINAL.