HCC | HOUSTON COMMUNITY COLLEGE

**Digital Communication
Southwest College**
https://www.hccs.edu/programs/areas-of-study/art--design/digital-communication-/

ARTC 1325 Intro to Computer Graphics
Fall 2020 | 14 Weeks (9.21.2020-12.13.2020)
Online | WHS 1115 | M-F 8 a.m.- 4:05 a.m.
3 Credit Hours | 2 Lectures ~ 4 Lab 96 hours per semester
CRN 24630 and 24631

Instructor Contact Information

Instructor: Jennifer Grimm-McGinley   Office Phone: 713-688-1361
Office: Waltrip High School   Office Hours: W & F 10:05 – 11:35
HCC Email: jennifer.grimm@hccs.edu   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

Design is everywhere around us. Design brings balance and organizes information about our daily lives and presents it to us in the most pleasant ways. We search through websites, shop for branded goods, enjoy a witty advertisement, buy tickets of our favorite shows…it's all design. Designers from ad agencies and design firms work hard to make every design work for the user's benefit. That designer can be you.

You can design logos, posters, packaging designs and it all starts here! At the Basic Graphic Design class. In this class we explore the principles and elements of design with project based assignments. We create effective graphic designs using shapes, lines, type and color. We will be working on the basics of creating logo designs, understanding the importance of Type in Design, the basic color theory and how to use it in design. There are interesting

projects to work on and every project is based on design principles, so we get to make the base of design stronger with every assignment/project.

My Personal Welcome

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

As you read and explore new tools and techniques that may challenge you, I am available to support you. The fastest way to reach me is by my email. 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

ARTC1325 requires the following reading and writing skills.
MATH 0036, GUST 0341 (7th – 9th grade reading), ENG 0300 or 0347. Please carefully read and consider the repeater policy in the HCCS Student Handbook.

Canvas Learning Management System

This section of ARTC 1325 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

Instructional Materials

extbook Information
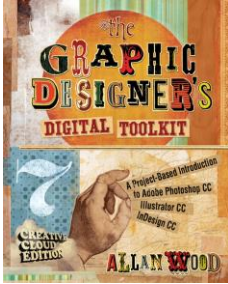
The textbook listed below is **required** for this course.

*The Graphic Designer's Digital To*olkit:
A Project Based Introduction to Adobe Photoshop CC, Illustrator CC & InDesign CC, 7th Edition, By Allan Wood, Textbook ISBN-13: 978- 1-305-26365-9
Digital copy (e-book) can be bought at
http://http:www.cengagebrain.com/shop/search/9781305263659

The book is included in a package that contains the text as well as an access code and are found at the HCC Bookstore. You may either use a hard copy of the book, or rent the e-book from Pearson. Order your book here: HCC Bookstore

Other Instructional Resources

- Lynda.com – You need apply to Lynda.com via Houston Public Library membership. Access will be free.http://houstonlibrary.org/lyndacom
- Software: Microsoft Office Applications, Adobe Creative Cloud (Applications must contain Photoshop, Illustrator, Fireworks AND InDesign. Software may be purchased ONLINE at https://hccs.onthehub.com/
- External USB/FW Hard drives to transport and store files • Office stationery: Pen, Pencil, folder/binder for storing class handouts Paper, Blank DVD/CDs, etc
- A good notebook for collecting ideas, concepts, and developing your style!

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

A survey of computer design concepts, terminology, processes, and procedures. Topics include computer graphics hardware, electronic images, electronic publishing, vector-based graphics, and interactive multimedia. You will learn for to design and create graphics deliverable on the web, print, and digital media projects (video)

Core Curriculum Objectives (CCOs)

ARTC1305 satisfies the digital communication requirement in the HCCS core curriculum. The HCCS Digital Communication Committee has specified that the course address the following core objectives:

- *Critical Thinking*: Students will demonstrate the ability to engage in inquiry and analysis, evaluation and synthesis of information, and creative thinking by completing a written assignment as well as assignments and projects.
- *Communication Skills*: Students will demonstrate effective development, interpretation and expression of ideas through written, oral, and visual communication STUDENTS ARE EXPECTED TO DISCUSS THEIR DESIGN CHOICES WITH THE INSTRUCTOR AND WORK BASED ON THE FEEDBACK TO IMPROVE THE OUTCOME OF THE DESIGN PROCESS
- **Exhibiting Personal Qualities**: Students will demonstrate the ability to take individual responsibility; Sociability; Integrity; Self-esteem; Self-management, completing assignments, and answering questions on one quiz about color theory.
- *Social Responsibility*: Students will demonstrate cultural self-awareness, intercultural competency, civil knowledge, and the ability to engage effectively in regional, national, and global communities by completing assignments, taking notes and offering critique to peers in positive manner.
- **Using Technology**: Students will select equipment and tools; Apply technology to specific tasks; Maintain/troubleshoot technologies.

Program Student Learning Outcomes (PSLOs)

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 1325, the student will be able to:
1. Define computer terminology.
2. Identify peripherals
3. Demonstrate use of raster (bitmap) images
4. Demonstrate use of page layout software.
5. Demonstrate use of vector-based graphics
6. Demonstrate use of multimedia

Learning Objectives

Learning Objectives for each ARTC 1325:
  1.1 Study computer terms as discussed in lectures and assignments.
  2.1 Identify and demonstrate proper use of storage devices such as flash drives and portable hard drives.
  2.2 Project grades reflect proper use of file management on portable devices.
  3.1 Solve raster image assignments using required software application.
  3.2 Assignment grades reflect effective completion of specific project requirements including the raster application.
  4.1 Solve page layout assignments using required software application.
  4.2 Assignment grades reflect effective completion of specific project requirements including the page layout application.
  5.1 Solve vector-based image assignments using required software application.
  5.2 Assignment grades reflect effective completion of specific project requirements including the vector-based application.
  6.1 Solve multimedia assignments using required processes and application.
  6.2 Assignment grades reflect effective completion of specific project requirements including the multimedia application.

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

Assignments, Exams, and Activities

Written Assignment

At least one written assignment is required. MLA format will be used; more information will be given in assignment.

Exams

Exams will be written, multiple choice and production and given throughout the semester.

In-Class Activities

The types of activities you should expect are quizzes, participation in activities during class, projects, etc. Assignments, projects and web-enhanced activities have been developed to guide your learning and concept development as an intro level Computer Graphics designer. To better understand a topic/concept, you will be given assignments on key information that you will need to remember for your success in your career as a Computer Graphics designer. Students are expected to practice offering positive critique to peers and work on their assignments based on that critique.

Final Exam

This is a project-based class. There is no exam in this class, the final project is considered as final exam.

Grading Formula

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

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.

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

Course Calendar

14 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 1-4:
Review: The Graphic Designer's Digital Toolkit Chapter 1
1. Introduction - Working with Computer Systems (Mac & PC) & Peripherals (including Printers 2. File organization
3. Working with Microsoft Office Business applications Versus Adobe Design Suite for Digital Publishing
DISCUSSION TOPICS:
• Introduction
    • Student Profile Sheets - Getting to know everyone
    • Course requirements & expectations (Refer to Syllabus)
• Computer platforms, systems, peripherals & software applications
    • Operating systems
    • Software applications – Approach how to review an application (Interface Menu & Help Files)
    • File organization - Saving files (Save versus Save As), exporting files, retrieving files, copying files and deleting files, search (find) & indexing
    • Using menus versus short-cut keys
    • Printers (Hardware & Digital PDFs) – Print Resolutions
    • Importance of Font Management – Where is the Font Folder?
• Introduction to Microsoft Word – Why use Word?
    • Terminologies & Concepts
    • Program properties and preferences
    • View options – Using rulers and grids

• Importing text & formatting rules, working with soft returns, hard returns, line space, (tracking versus kerning), indents, paragraph formatting, keep with next, orphans and widows, styles, alignment versus arrangement, properties, and tabs

• Typographic design basics with font management guidelines • Editing text and graphics – copy/paste commands, what is a clipboard, undos/redos

• Using borders and shading as visual design organization
• Bullets & Listings
• Using Headers and Footers
• Inserting dynamic dates & times
• Importing & working with digital graphics, audio, object & media files
• Microsoft resources for imaging & Learning resources
• Creating hyperlinks to websites, linking documents and media files
• Saving files (What are temp files?)
• Printing hard and soft copies (PDF)

ASSIGNMENTS: See class handout for the Week
WEB ENHANCED ACTIVITIES: See class handout for the Week

Week 5-7:
Review: The Graphic Designer's Digital Toolkit Chapter 2,3, and 5

1. Overview of Design application - elements of design, principles of design, designing for the client, design stages, typography, and imagery.
2. Digital Imaging (Working with Raster Graphics)
3. Copyright Laws and Regulations

DISCUSSION TOPICS:
• What are Raster Graphics & Available Applications (Adobe Photoshop)
• Terminologies & Concepts
• Program Properties, tools & organization
• Working with the program menus, editing using menus & shortcut keys
• View options – Using rulers and grids
• File formats & extensions (Working graphics versus exported/optimized/Flattened graphics)
• Importance of graphic cards and system needs for Digital imaging programs ARTC 1325 Introduction to Computer Graphics Fall 2012 Page 8 of 12
• Understanding screen resolutions and unit measurements for print versus web/multimedia
• Imaging Resources (Public Domain, the e-Library, etc)
• Importing images into your computer via Scanners and digital cameras
• Create, Resize, & Edit Images
• Design basics – Hue, Saturation & Value; Contrast, visual communication via the use of digital graphics
• Copyright Laws and Regulations (GOOGLE IMAGES – A VIOLATION REMINDER!) ASSIGNMENTS: See class handout for the Week
WEB ENHANCED ACTIVITIES: See class handout for the Week

Week 8-9:
Review: The Graphic Designer's Digital Toolkit Chapter 7
1. Computer Illustration (Working with Vector Graphics)
2. Working with Adobe Kuler
3. Mid Term Project/Evaluation
DISCUSSION TOPICS/LECTURE:
• Working with Vector Applications (Adobe Illustrator) – Terms & Concepts
• Adobe Kuler
• Program Properties, Tools & Organization
• Working with the program menus, editing using menus & shortcut keys
• View options – Using Rulers and grids
• File formats & Extensions (Working & Exporting Vector graphics)
• Exploring the differences between Raster and Illustration graphics
• Design Basics- Working with color and type
ASSIGNMENTS: See class handout for the Week

WEB ENHANCED ACTIVITIES: See class handout for the

Week 10-12:
Review: The Graphic Designer's Digital Toolkit Chapter 11

      1. Digital Publishing - Working with Digital Print Applications
      2. Working with Adobe Acrobat Professional – Creating Multimedia & Interactive Form applications
      3. Adobe Bridge
      4. Computer Graphics Industry - Preparing for Jobs & Career options

DISCUSSION TOPICS:
- Digital Publishing Applications – Adobe InDesign
  - Program Properties, Tools & Organization • Terminologies & Concepts
  - Exploring the differences between MS Word & InDesign
  - Typographic design basics with font management guidelines
  - Importing text from MS Word to InDesign
  - Formatting rules, working with soft returns, hard returns, line space, tracking, kerning, indents, paragraph formatting, styles, and tabs
  - View options – Using Rulers and grids
  - Working with imported graphics
  - Working with the program menus, editing using menus & shortcut keys
  - Design basics & organization for page layout enhancements
  - Packaging and exporting final printed documents
- Adobe Acrobat Professional
  - Program Properties, Tools & Organization
  - Terminologies & Concepts
  - Explore interactive functions
  - Creating PDF portfolios with viewing options
  - Setting Print Quality in Acrobat PDF with Export options
  - Importing and organizing pages
  - Security Settings
  - Read aloud functionalities
- Adobe Bridge (CS5 – What is the Mini Bridge Application)
  - Program Tools & Organization
  - Terminologies & Concepts
  - Explore interactive functions
- Computer Graphics - Job & Career options
  - What are your career options & passion?
  - How are you going to prepare yourself to handle upcoming courses, training and long-term design career plans?
  - How the Digital Communication Department at Houston Community College can help you?
  - Importance of creating a digital portfolio for your future projects

ASSIGNMENTS: See class handout for the Week
WEB ENHANCED ACTIVITIES: See class handout for the Week

Week 13-14:
1. LAB – Work on Final Project
2. Final Evaluation
DISCUSSION TOPICS:
- None –
Lab Only ASSIGNMENTS:
Work on Final Project
WEB ENHANCED ACTIVITIES: See class handout for the Week

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

You may makeup late-work with a 20 point penalty. You are responsible for contacting me regarding missed assignments.

Academic Integrity

Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details.

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

Daily attendance is expected and essential for course success. 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.

Student Conduct

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.

Instructor's Course-Specific Information

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.

Electronic Devices

Use of Camera & Recording Devices

Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations.

Students are expected to keep the mobile phones on buzzer and inside their bags while instructions are being given in class. Use of phones or any mobile devices are not allowed while taking a quiz. Please be courteous to others and use mobil phones outside of class in case you must use it to call a someone. Students can't leave the classroom until they finish the quiz.

Digital Communication Program Information

Digital Communication - Graphic Design Specialization - AAS

The Digital Communication-Graphic Design Specialization program provides students training in communication concepts, design, layout, and typography using computer technology to prepare print-based materials such as newsletters, brochures, advertisements, and other documents.

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

EGLS³

The EGLS³ (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. EGLS³ 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
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

Andre Hermann
Faculty Division Chair
Digital Communication, Operat
Andre.hermann@hccs.edu
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