



Digital Communication

Southwest College

ARTC 1305 - Basic Graphic Design

CRN 15599 - Fall 2016

Southwest Campus - Room 133 | 6:00 – 10:00 pm | Wednesday

2 hour lecture / 4 hour Lab course / 48 hours per semester/ 12weeks

Instructor: Jose Ramirez

Instructor Contact Information: jose.ramirez3@hccs.edu

Office location and hours: Rm. 133 Mondays & Wednesday at 5:30pm-6:00pm

Please feel free to contact me via email concerning any problems that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics. Feel free to email me to schedule a day to meet on campus to discuss any concerns.

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 lecture, 4 lab hours

Lecture 2hrs x 16 weeks = 32 hrs

Lab hours 4hrs x 16 weeks = 64 hrs

External Hours 3hrs x 16 weeks = 48 hrs TOTAL hours = 144 hours

Course Description

Graphic Design class with emphasis on the visual communication process and design theory, topics will include basic terminology and the graphic design principles.

Prerequisites

FREQUENT REQUISITES

- MATH 0306 (Basic Math Pre-Algebra)
- GUST 0341 (7th -9th Grade Reading)
- ENGL 0300 or 0347

Course Goal

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.

Student Learning Outcomes for ARTC 1305 (What we will learn in this Class)

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 Students will: Define basic design terminology

1. Understanding and utilizing design elements and principles

Apply the design process using graphic design principles

1. Applying hierarchical & 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 theory exercises

SCANS:

1. Define basic design terminology

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Workplace Competencies - Information -Organizes & Maintains

Workplace Competencies - Information -Organizes & Maintains

Workplace Competencies - Information -Interprets & Communicates

2. Apply the design process using graphic design principles

Foundation Skills - Thinking -Problem Solving

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

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 Time

Workplace Competencies - Interpersonal -Participates as Team Member

Workplace Competencies - Interpersonal -Teaches Others

Workplace Competencies - Interpersonal -Exercises Leadership

Workplace Competencies - Interpersonal -Works with Cultural Diversity

Workplace Competencies - Technology -Selects Technology

Workplace Competencies - Technology -Applies Technology to Task

16 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: Get Supplies by 9-12-16

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

Assignment: 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.

* This schedule is subject to change at the discretion of the instructor to accommodate student needs. It is the student's responsibility to be informed of such changes

- * Critiques will be held as needed on some assignments and exercises and when projects are due.
 - * Works of other artists will be shown and discussed to promote students' abilities to talk comfortably about art and art concepts.
 - * The supplies listed are essential for full participation in this class and you are expected to bring the necessary materials for each class session as instructed.
 - * Course or schedule may change according to particularities of this class or because of this group of students's needs. If some aspect of this syllabus needs to be amended, I reserve the right to make changes as necessary.
 - * Using or copying another artists intellectual property (photographs, drawings designs etc.) is strictly forbidden and will result in an "F" no exceptions.
- As a designer you must be inventive and creative, use your own knowledge, experience and skills to develop projects. Build your own library of visual material then it is your intellectual property.

Instructional Methods

Face to Face in Classroom

As an instructor, I want my students to be successful. I feel that it is my responsibility to provide you with knowledge concerning the field of graphic design, modeling good teaching strategies, and organizing and monitoring the experience that allows you to connect the information that you learn in this course to the real world of digital media and more. As a student wanting to learn about graphic design, it is your responsibility to set aside a certain amount of time to create, submit exercises and assignments on the due dates, participate in classroom, attend class, and enjoy yourself while experiencing the rewards of drawing. As I believe that engaging the students is essential for graphic design to be effective, you will spend the majority of class time involved in the creative process. You will be involved in discussions with your classmates and your instructor. As you will want to contribute to these discussions, you will need to come to class prepared to discuss, analyze and evaluate information from your what you have observed through the act of designing and creating.

Student Assignments

Define basic design terminology.

Lab Exercises

Homework

Apply design process using graphic design principles

Projects

Lab Exercises

Demonstrate the use of design tools and equipment: Manual tools.

Presentations

Projects

Portfolios

Assessments

In-class discussions

Group and/or individual projects

In-class discussions

Web Enhanced Exercises

Demonstrate the use of design tools and equipment

Portfolios

Presentations

In-class discussions

Group and/or individual projects

Instructor Requirements

Attend class and participate in class discussions and activities

Complete the required assignments and class exercises

Watch Posted Videos and complete activities via electronic venue

Adhere to HCC department and instructor policies

All assignments/projects are due on the day noted

Arrive at class promptly with all art materials

Check Student emails for posted announcements

Exhibit safe and courteous classroom habits

Develop and share knowledge with fellow students

Develop Professional Attitude and habits

No cell phones in class, no using earbuds period! Keep in purse or pocket and out of sight.

(requirements subject to change)

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

- Attend class and participate in class discussions and activities
- Set plenty of time in your schedule to sketch and draw
- Complete the required assignments, exercises and projects
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts and all assignments
- Complete all drawing projects

Program/Discipline Requirements

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.

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; 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 as required by the instructor.

Demonstrate the ability to use computer based technology and software applications as it applies to be given class. For Example: (Uploading files to Canvas)

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
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.

Grading Criteria

25% Class Participation

Participation in critiques, Professional Attitude, Attendance, being on time, habitual tardiness will result in points off grade no exceptions (3 tardies equal one absence) Classroom Performance & Work Ethic (Pushing yourself to doing the best you can do)

25% In Class Assignments

Exercises are assigned a numerical value and are graded as Completed or not Completed

25% Assignments & Semesterly Projects

Homework, finished projects,

25% Final Projects

Final Projects will be assigned a numerical value

Grades will not be posted on Eagle Online at this time

Grades are based on the following criteria:

- Quality of homework assignments, in-class exercises & projects
- Completion of all assignments on time
- Participation in all critiques, lectures, and discussions
- Attendance & Promptness
- Professional Attitude
- Effort and energy (do you go the extra mile to excel)
- Work habits > Pushing the creative process

* Students entering this class will have had varying degrees of exposure and practice.

Therefore, you will be graded in relationship to your own effort and progress rather than

against the work of your classmates.

* Using or copying another artists intellectual property (photographs, drawings designs etc.) is strictly forbidden and will result in an "F" no exceptions.

Instructional Materials

No Text is Required for this class

Detailed Supplies Listed Provided.

HCC Policy Statement:

Access Student Services Policies on their Web site:

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

ADA: Students with Disabilities:

Any student with a documented disability, (i.e. physical, learning, psychiatric, visual, hearing, etc) who needs to arrange reasonable accommodations must contact the disability services office at the respective college at the beginning of each semester. Faculty are authorized to provide only the accommodations requested by the disability services office. The counselor for Southeast College can be reached at 713 718-7218.

Academic Honesty:

Academic irregularities cannot be tolerated. Attempts to compromise the integrity of this course will result in a grade of zero for the assignment or dismissal from the class.

Students must not collaborate on the exams in any way (including the use of materials from former students) and must not copy material from any source to use as their essay answers or discussion contributions. See the HCCS Student Handbook for details.

Cheating is not that hard to define and as college students, you should have a firm idea about what cheating is. Just to be clear, here are a few simple definitions:

- Cheating is: Copying from another student's exam.
- Cheating is: During a exam, using materials not authorized by the person giving the exam.
- Cheating is: Collaborating with another student during a exam without proper authority.
- Cheating is: Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of an exam or paper.
- Cheating is: Bribing another person to obtain a copy of an exam.
- Cheating is: Plagiarism which means using someone's work or someone's ideas and representing them to be your own. That "someone" may be another student, a friend, a relative, a book author, an author of material on a web site, etc. Do not take material from anywhere without giving proper credit or reference. In other words, do not copy from an Internet source and paste it into your essay answer space.
- Cheating is: Collusion, which means the unauthorized collaboration with another person in preparing written work offered for credit when you represent that work to be your own.

In this class, the standard penalty for academic dishonesty is a grade of zero on the assignment. The penalty for gross plagiarism and cheating on work is failure in the course. Depending on severity and frequency, academic dishonesty can lead to a recommendation for probation or dismissal from the College System.

Student Attendance:

You are expected to attend all lecture classes regularly. You are also responsible for materials covered during your absences. Instructors may be willing to consult with you

for make-up assignments, but it is your responsibility to contact the instructor. Class attendance is checked daily. 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 example: For a three credit-hour lecture class meeting three hours per week (48 hours of instruction), you can be dropped after six hours of absence. Three tardies equals one absence.

Withdrawal Deadline:

It is your responsibility to withdraw officially from a class and prevent an “F” from appearing on your transcript. When considering withdrawal from a course, remember that:

- No grade is given and your transcript reflects no record of the course if you withdraw before the Official Date of Record.
- A “W” (indicating withdrawal) appears on your transcript if you drop a course after the Official Date of Record and before the final deadline.

Access DE Policies on their Web site:

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 or 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/>

[DE-Student-Handbook.pdf](#)

Access CE Policies on their Web site:

<http://www.hccs.edu/continuing-education/>

Important Links:

Academic Calendar: <http://www.hccs.edu/district/events/academic-calendar/>

Eagle OnLine: <https://eo2.hccs.edu/login/index.php>

Student Email: <https://webmail.hccs.edu>

Learning Web: [http://learning.hccs.edu /](http://learning.hccs.edu/)

Late Assignment Policy * NEW*

Any assignment turned late will lose 25% each day it is not turned in. (For example, if the deadline is 9:30

AM and you turn it in 9:40 AM and your final graded scored is 100% your assignment will automatically

lose 25% off reducing it to 75%. An additional 25% will be deducted each day it is not turned in.) Please

reference chart below

0-24 hours late = -25% off final graded score
24-48 hours late = -50% off final graded score
48-72 hours late = -75% off final graded score
72-96 hours late = -100% off final graded score