COM 1120, Business for Designers

Course description:
Explores the relevant ethical and legal implications of the normal activities and transactions in the Visual Communications workplace. Specific topics include: organizational structures; careers; job tickets; timesheets and estimates; usage agreements; and copyright.

Prerequisites: Level 2 placement in English and Reading.
This course is not part of a Tennessee Transfer Pathway.

Credits: 3
Class Hours: 3

Instructor Information:
Name: David Weilmuenster
Email: david.weilmuenster@nscc.edu
Office Phone: (615) 353-3415
Office Location: C-107 B

Textbooks:
There are two required textbooks for this class.
Internet Surf and Turf Revealed by Waxer and Baum, ISBN 1-4188-6006-9

Supplies:
A thin 3-ring notebook for reports, timesheets, and other assignments
Pen and paper

Topics to Be Covered
Copyright and Licensing, Visual Communications business structures, taxes paid by small businesses, client contracts and billing practices, resumes, cultural diversity, Trade Practices, and business ethics.
Course Objectives
Students will complete projects or quizzes which:

- Demonstrate familiarity with career options and business structures used within the industry
- Demonstrate knowledge of marketing strategies, including best practices for Web and social media marketing
- Demonstrate knowledge of pricing projects, business expenses, and bookkeeping, accounting, and legal services
- Demonstrate understanding of usage agreements and copyright issues
- Demonstrate knowledge of insurance options, business licensing requirements, and tax obligations.

Course Competencies
The course is also designed to teach students the following competencies intended to support the course objectives:

- Knowledge of typical job responsibilities of production artists, creative directors, account executives, design specialists, and other job titles in print, Web, and multimedia work environments
- Basic understanding of employment structures including freelancers, contract workers, part- and fulltime employment status
- Basic understanding of fixed expenses (overhead) and variable expenses associated with the estimating process
- Possess an awareness of available business support organizations (SCORE, SBA, IRS).
- Basic awareness of the benefits of cultural diversity upon the design industry

Core General Education Competencies
This course is designed to introduce, emphasize or reinforce the following competencies which have been designated as core requirements by NSCC:

- To reinforce students ability to write clear, well organized documents through frequent writing assignments
- To reinforce students ability to locate, evaluate, and use multiple sources of information by requiring students to seek information beyond that provided in the textbook, and to conduct research for a journal
- To reinforce students ability to apply mathematical concepts to problems and situations through exercises in keeping timesheets and creating estimates

Grading Policy
Semester grades are determined by calculating weighted averages for projects, quiz scores, and participation. Zero scores for missing projects or tests will drastically affect your semester average. Relative weights are indicated in the chart below:

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<thead>
<tr>
<th>Weight</th>
<th>Component</th>
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<tbody>
<tr>
<td>25%</td>
<td>Homework/Professionalism/Attendance</td>
</tr>
<tr>
<td>25%</td>
<td>Journal/Projects</td>
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<tr>
<td>25%</td>
<td>Quizzes</td>
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<tr>
<td>25%</td>
<td>Final Exam</td>
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There will be a quiz for each module in this course. You can take these on a computer, and they will be graded instantly. You must take the exams during the scheduled week or receive a zero. If you are an on-site student your instructor must provide a password to grant you access to the exams. Online students must go to the NSCC Testing Center where a proctor will enter a password for your exam. Practice quizzes (if provided) do not affect your semester grade. They are used to help you prepare for the graded exams.

**Grading Scale**

A grade of C or above must be earned in all COM and PHO courses to meet prerequisite and graduation requirements.

- 100–93 = **A** (excellent work)
- 92–85 = **B** (above average)
- 84–77 = **C** (average work)
- 76–70 = **D** (below minimum standards)
- Below 70 = **F**

non-attendance = **FA**, or **FN**

**Notice of Right to Retain Student Work**

The Visual Communications program reserves the right to retain a copy of certain selected examples of student work for teaching purposes, promotional purposes, and as a part of its permanent collection.

**Attendance Policy**

A student is expected to attend all scheduled classes and laboratories. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. Absences or Tardiness in a course may affect a student’s final grade.

Students are responsible for all material covered and assigned regardless of excused or unexcused absences. It is the student’s responsibility to explain any non-participation to the instructor. A doctor's excuse should be provided when appropriate.

For students in an online class, attendance will be determined by online communications and submissions. On-site students are expected to attend all classes, to be on time, and to stay until class is dismissed: absences or tardiness for any reason will affect your participation grade. Any student arriving late or leaving early will be considered tardy: two such occurrences will count as one absence. Students missing more than one-third of any class will be counted absent—even if they attend the remainder of that class session.

If you have been absent, you must check with the instructor for permission to make up any missed tests or homework. If permission is denied, a zero will be recorded.

**If you stop attending class for any reason you should officially withdraw from the course by notifying the Records Office before the deadline for withdrawals.** Failure to attend class will result in a final course grade of “FA” or “FN” (see explanation below).

**FA** = failure, attendance-related (unofficial withdrawal) Last recorded date of attendance required.

**FN** = failure, never attended class (unofficial withdrawal).
Field Trips and Guest Speakers
A brief report will be required of each student describing what was learned from each trip or speaker. Although field trip attendance is not mandatory, a comparable research report will be assigned to students unable to attend. These reports will be due at the beginning of the next class period.
If possible, speakers or trips (if any are available) will be scheduled during regular class time. Students are responsible for their own transportation and safety. All students attending a field trip will sign a form releasing the school from liability.

Student Communication Channels
It is the student’s responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.

ADA Compliance Statement
Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Access Center at (615) 353-3721, and provide the instructor with official documentation as soon as possible.

Laptops, Tablets, Cellphones and Pagers
Students are allowed to bring Laptop Computers or Tablet Computers to class for note-taking or other study purposes. Use of such devices for email, messaging, Web-surfing or games during class is prohibited.
As per the NSCC Student Handbook, the use of cellular telephones and pagers in the classroom is prohibited. Students who are required to carry pagers and/or have cellphones for employment and/or family responsibilities must inform the instructor at the beginning of the semester. Any approved devices must be set to a silent mode and students must not disrupt the class. All other devices should be turned off.

Classroom Misconduct
Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary sanctions. Please consult your Student Handbook for more specific details.
The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.
Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which
disturbs others (e.g., disturbing noises from beepers, cell phones, laptop computers, games, etc.).

Please be aware that children are not allowed in class or unattended on campus.

**Academic Dishonesty (Honor Code)**

Plagiarism is a violation of the [NSCC Student Code of Conduct](https://www.nscc.edu/). You are expected to submit only work that you do yourself. Do not collaborate on work with other students unless you are assigned a group project.

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. “Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer’s Reference, 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a Web page or source without citing the reference, fraudulently using someone else’s work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor’s permission, allowing someone else to copy or use your work, using someone else’s work to complete your own, altering documents, transcripts, grades, and forging a faculty/staff member’s signature.

*In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an “F” or a “Zero” for the exercise, paper, or examination or to assign an “F” for the course.* Students may appeal through the appropriate college grade appeal procedures.

**Inclement Weather Policy**

*When classes are cancelled, an assignment will be posted in D2L. Check your D2L email for a message from your instructor regarding your online assignment requirements. Students are responsible for accessing and completing these assignments as directed.*

In the event of an inclement weather event, check the Nashville State Web site home page at [https://www.nscc.edu/](https://www.nscc.edu/) for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Associate Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.
NOTE: This syllabus is meant simply as a guide and overview of the course. Some items are subject to change or may be revised at the instructor’s discretion. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.