

**Nashville State Community College
English, Humanities & Creative Technologies
Visual Communications**

COM 2140 Design for Print

Course Information:

Course Title: Design for Print

Credits: 3

Class Hours: 4

Course Description: Topics include the creative aspects of the design and production of applied art for visual communications, stressing the importance of concept, type, and graphics in practical applications.

Prerequisite(s): COM1111, COM1140, COM1150, COM1170, COM1230, COM2120, COM2210 with a grade "C" or higher in all listed prerequisites.

Instructor Information:

Name:

Email:

Office Phone: division secretary 615-353-3531

Office Location: C112

Office Hours: by appointment

Required Textbook & Other Materials:

Textbook: None required

Reference Materials: Student Lynda.com subscription provided by NSCC. Other art journals relating to the graphics industry are *Print, CA (Communication Arts)*, and *Before and After* magazines.

Supplies:

All supplies purchased for COM1140 can be used for this class with additional supplies listed below.

Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nsc.edu.

- USB Flash-drive

- A folder or binder to keep notes and handouts
- Artist Toolbox to store supplies
- X-Acto Knife with #11 blades
- Scissors
- Tracing paper pad 9 X 12
- Kneaded eraser and white artist eraser
- Glue stick
- Rubber cement (small jar)
- Corked-backed metal ruler

Possible Supplies for Art Journal (will be discussed in class)

- Paper (decorative, handmade, multicolored)
- Book board
- Yarn, string, or ribbon to bind book
- Rubber stamps
- Type or image stencils
- Embossing tools

Optional supplies (or previously purchased)

- Watercolor set
- India ink
- Colored pencils
- Colored markers
- Small can Scotch 3M Spray Mount
- Small (12x18) Cutting Mat [Alvin cutting mat](#) for home use
- Oil pastels
- Clay board and scratch board tool
- Lino block and carving tools
- Lino block ink (water based) for mono prints

Course Outcomes:

Upon successful completion of this course, students should be able to:

- Identify and apply terminology specific to the layout, design, and production for class projects which upon completion will be critiqued and assessed as to the overall effectiveness based on concept, research, following instructions and strength of design.
- Demonstrate and apply the knowledge of mechanical production of class projects using the appropriate software programs for the action necessary to prepare finished art according to printing specifications by industry standards.
- Create and apply unique type decisions in design projects through research of current typography trends.
- Demonstrate the ability to create strong designs by arranging the different elements within a project according to the principles of design and being able to explain their design decisions in a critiquing session.

- Develop strong concepts and strategy of project topic by effectively generating a specific response or action to work by audience/client, which is evaluated through critiquing sessions by instructor and students.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes:

- Can explain the process and procedures involved in the development of their projects.
- Has prepared and presented their work in a critiquing session.
- Has developed a good understanding of the design process.
- Understands the value of good time management skills.
- Has a basic understanding of the elements of design.
- Can explain the concept and strategy behind their design projects.
- Can identify the type fonts used in their projects.
- Work should reflect research and preliminary sketches of ideas in the thumbnail stage.
- Work should reflect good concepts and use of design principles.
- Has good understanding of the design process from concept to completion of project.
- Has a good understanding of terminology.
- Knows the importance of reading and understanding instructions both written and verbal.
- Works within the deadlines established for completion of their projects and how deadlines are important by industry standards.
- Students will design and produce portfolio quality comprehensives for approximately 5 projects emphasizing creative freedom with practical application to realistic situations.
- Demonstrate the use of various media and illustrative options in preparing graphics.

The following are general education competencies intended to support the course outcomes:

- Locate, evaluate, and use multiple sources of information in researching visual and technical support for projects.
- Prepare and deliver well-organized oral presentations explaining the purpose and function of their design strategy in a critique, in preparation for future portfolio presentations.
- Participate as team members and team leaders in group activities involving the evaluation and critique of projects.
- Apply mathematical concepts to problems and situations when accessing overall production and reproduction of projects
- Use critical thinking skills to develop good strategies and concepts in preparing work to emulate real work experience.
- Use and adapt current technologies in preparing finished projects.

- Appreciate cultural diversity and the influence of history and culture by being able to incorporate and explain the design origin strategy and background of projects during a critique.
- Apply scientific thought processes to a range of situations in determining the client and audience perception—to include appropriate typography choices and reproduction of projects.

Topics to Be Covered:

Topics include the creative aspects of developing practical design solutions stressing the importance of type and production for print.

Course Assessments:

The following performance assessments will be used to demonstrate students' understanding, knowledge, and skills:

There are approximately four to five major projects that students will create using Adobe InDesign, Photoshop and Illustrator as the primary software to build their documents. Starting with thumbnails, students will develop a prototype to represent the finished projects. Projects will be graded based on a rubric.

Grading Policy:

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

60% Projects

20% Art Journal

20% Final Project

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

Students are responsible for all material covered and projects assigned according to the established deadline dates. A zero will be recorded for any missing assignments. There are no make-up exams or projects accepted past the due dates unless a doctor's excuse can be provided. If you stop participating in the class for any reason, you should officially withdraw from the course. Lack of participation on a weekly basis will affect your final grade.

Attendance Policy

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

In online courses, attendance is signaled by logging on to the NS Online shell, participating as prompted (e.g., responding to an instructor's email, posting to a discussion board) and/or

completing and submitting assignments. Campus closures do not affect attendance and assignment completion in online courses.

Instructor's Attendance Policy:

- Absences are counted from the first scheduled meeting of the class.
- Any student arriving late or leaving early will be considered tardy. Two such occurrences will count as one absence.
- The student is responsible for all assigned work in the course regardless of excused or unexcused absences. It is the student's responsibility to find out what is missed by looking at the online course shell and/or talking with other students in the class. It is not the instructor's responsibility to contact students or make sure they have received all of the missed materials.
- Students missing more than 1 hour of any class will be counted absent. This includes late arrivals or early departures.
- If you stop attending class for any reason, you should officially withdraw from the course.

Grading Scale:

Letter Grade	Percentage Range
A	100-93
B	92-85
C	84-77
D	76-70
F	Below 70

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

FN

An FN is awarded to students who never attended class.

Course Requirements and Teaching Methods

Classes will consist of a combination of outside reading, class discussions, project critiques, and in-class lab exercises. You are expected to read the assigned material before coming to class and to be prepared for the scheduled activities by having homework assignments completed and art supplies available for lab exercises. If students are unprepared, it could affect their homework and participation grade for the semester. All activities are designed to test your skills, knowledge, and vocabulary.

Technology Statement

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through NS Online course shells. Computers are available for student use at each campus during campus open hours.

NS Online and myNSCC

It is students' responsibility to check NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

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 measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the assignment, exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nscc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the NS Online course shell. Check NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the NS Online course, e-mailing through NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access NS Online to complete classwork and the assignment that will be posted in the NS Online course site.

Notice of Right to Retain Student Work

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

Food / Drink Policy: no food in the class, and only water with a screw top allowed at the center tables.