Nashville State Community College  
Business & Applied Arts Division  
Visual Communications  

Master Course Syllabus  

Course Title: Com 2140 Design for Print  
Credits: 3  
Class Hours: 3  

Course description from catalog including prerequisites and co-requisites:  
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.

Semester Availability: Fall  
Not part of a Tennessee Transfer Pathway

Instructor Information:  
Name:  
Email:  
Office Phone:  
Office Location: Office Hours:

Textbook and Other Materials:  
Textbook: Design Essentials Index which includes Color Index 2, Design Basics Index, & Type Idea Index—by Jim Krause ISBN-13: 978-1-60061-142-1  
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:  
- USB flash drive—remember to back up work  
- X-acto knife and replacement blades (#11)  
- tracing paper pad (9X12)  
- glue stick  
- rubber cement (small jar)  
- kneaded eraser  
- white mars eraser (black pearl eraser)  
- supply box  
- spray mount  
- corked-backed metal ruler
Supplies to create art journal:

- paper (decorative, handmade, multicolored)
- cardboard (Book board)
- yarn, string, or ribbon to bind book
- rubber stamps
- type or image stencils
- embossing tools
- research textbook to define specific supplies for a particular book design

Optional supplies

- oil pastels with multicolored paper
- clay board and scratch board tool
- lino block and carving tools with paper and ink for printing
- crayons and india ink
- watercolors
- lino block ink (water based) for mono prints
- set of colored pencils
- craypas (watercolor crayons)

In addition to the basic supplies listed above, there may be specific supplies or images you may need to purchase to complete your projects.

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 instruction 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:

- 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.
- Be able to explain the concept and strategy behind their design projects.
- Be able to 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 9–12 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. The first project is to revise an existing newspaper ad that needs improving. Other projects include a logo and branding campaign, and a quote poster. Projects will be graded based on a rubric.
Notice of Right to Retain Student Work:
The Visual Communications program reserves the right to retain certain selected examples of student work for teaching purposes, promotional purposes, and as part of the permanent collection.

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

Grading Scale:
Letter grades will be calculated according to the following scale.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>100 – 93</td>
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<tr>
<td>B</td>
<td>92 – 85</td>
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<tr>
<td>C</td>
<td>84 – 77</td>
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<tr>
<td>D</td>
<td>76 – 70</td>
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<tr>
<td>F</td>
<td>Below 70</td>
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</tbody>
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FA or FN: Non-attendance (see Attendance Policy)
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Semester Grade Breakdown:
- Projects: 60%
- Art Journal: 20%
- Quizzes and Final Project/Exam: 20%

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 could affect your final grade. Standard NSCC policies are also adhered to — provided in the content below.

Attendance Policy:
A student is expected to attend all scheduled classes and laboratories. Each instructor will formulate an attendance policy and provide it on the course syllabus. 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. If a student is absent from a class, he/she should give an advanced explanation to the instructor. 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.

Failure to attend class will result in a final course grade of “FA” or “FN” (see explanation below) depending on the individual instructor’s course policy.
FA= failure, attendance-related (unofficial withdrawal) Last recorded date of attendance required. FN= failure, never attended class (unofficial withdrawal)

**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 Student Disabilities Office at 615.353.3721.

**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, palm pilots, lap-top computers, games, etc.).

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

**Academic Dishonesty (Honor Code)**
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 or 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
In the event of an inclement weather event, check the Nashville State web site home page at www.nssc.edu for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The 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.