Course Title: Com 2220 Practicum/Design
Class Hours: 3
Course description from catalog including prerequisites and co-requisites:
Topics include the design and execution of a variety of electronic publishing projects utilizing graphic design, computer-based drawing, digital imaging techniques, working with a client, and job-based work production skills.
Prerequisite(s): COM 1170, COM 1220 or COM 2140, COM 1230, COM 2130

Semester Availability: Spring
Not part of a Tennessee Transfer Pathway

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

Textbook and Other Materials:
Textbook: None required
Reference Materials: Communications Arts (CA), Print, Before and After Magazine, and the student Lynda.com subscription.

Supplies:

- USB Flash Drive or Thumb Drive
- CDs for back-up
- X-acto knife with No. 11 blades
- Cutting mat
- Scissors
- Razor point felt tip marker (black)
- Set of various sized felt tip markers (black)
- 18 inch cork/foam backed ruler
- Glue stick
- Small can of 3M Spray Mount
- Any additional supplies needed in order to complete the assigned projects.
• Suggested and Highly Recommended: Pantone Color Swatch—Color Bridge, Solid to Process Coated Swatch-book (www.academicsuperstore.com, search word "Pantone color bridge"

DO NOT COME TO CLASS WITHOUT THE BASIC SUPPLIES EACH AND EVERY CLASS PERIOD.

Course Outcomes:
Upon successful completion of this course, students should be able to:
• Utilize page layout, image editing and drawing software to execute a variety of publishing projects of their own design.
• Demonstrated achievement of effective design.
• Development of production and problem-solving skills or abilities.
• Design work should present a strong concept or idea that can be efficiently produced and achieves the desired result.
• The student’s work should demonstrate strong concepts and design ideas and be able to technically execution the work in the appropriate software programs.

Course Competencies:
The following are general education competencies intended to support the course outcomes:
• Apply organization and time management skills to complete required projects by the assigned deadline.
• Demonstrate problem-solving skills.
• Demonstrate competency in using page layout software; Adobe Photoshop, Adobe Illustrator, Adobe InDesign.
• Execute design projects given specific parameters, and limited assistance.

The following are general education competencies intended to support the course outcomes
• Locate, evaluate, and use multiple sources of information in research for each project (ie. to include visuals used as reference).
• Participate as team members and team leaders within group activities involving the evaluation and critique of projects.
• Use critical thinking skills to develop good strategies in assessing the pros and cons of designing unique design solutions as apposed to traditional less expensive designs.
• Use and adapt current technologies in their projects by introducing options in researching and executing their work.
• Appreciate cultural diversity and the influence of history and culture by researching and comparing the evolution of visual communications through the centuries beginning with cave paintings—similar to the development of logo and symbols used today.
• Apply scientific thought processes to a range of situations in determining the client and audience perception—to include color assessment, purpose, and expectations of actions taken by viewer of graphically prepared documents.
**Topics to Be Covered:**
Topics include the design and execution of a variety of electronic publishing projects utilizing graphic design, computer-based drawing, digital imaging techniques, working with a client, and job-based work production skills.

**Course Assessments:**
The following performance assessments will be used to demonstrate students’ understanding, knowledge and skills:

Students will work on job related projects related to non-profit organizations—also referred to as service learning in the classroom. Some of the projects include a logo revisions/branding for corporate identity programs. The students will also work and coordinate with other students from different classes to help recreate a real life scenario between designers with photographers. Students will also build a digital portfolio to assist in their job search. The students will be evaluated using a project rubric as well as peer evaluations.

**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>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 – 93</td>
<td>A</td>
</tr>
<tr>
<td>92 – 85</td>
<td>B</td>
</tr>
<tr>
<td>84 – 77</td>
<td>C</td>
</tr>
<tr>
<td>76 – 70</td>
<td>D</td>
</tr>
<tr>
<td>Below 70</td>
<td>F</td>
</tr>
</tbody>
</table>

FA or FN: Non-attendance (see Attendance Policy)

**Semester Grade Breakdown:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework and Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Project 1—All Type Poster</td>
<td>20%</td>
</tr>
<tr>
<td>Project 2—Calendar Project</td>
<td>20%</td>
</tr>
<tr>
<td>Project 3—Personal Logo/Self Promo</td>
<td>20%</td>
</tr>
<tr>
<td>Project 4—Digital Portfolio</td>
<td>20%</td>
</tr>
</tbody>
</table>

These projects are subject to change with opportunities that arise for a service learning project with a non profit organization.
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.nscc.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.