Fall 2022 Master Course Syllabus

COM2140 Design For Print

The purpose of the syllabus is to tell you how the course is organized, what the expectations are, and how you will be graded. In addition, there is important information about how the college will operate during severe weather and how the college will communicate with you. The syllabus is not a contract. Instead, it is meant to help you succeed in this course. If any of the content changes during the semester, you will be notified.

Course information:

Course Title: Design Fundamentals
Credits: 3
Class Hours: 3

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: Pam Esposito

Email: pam.esposito@nscc.edu

Office Phone: 615.353.3415

Office Location: C-107H

Office Hours: https://calendly.com/pamesposito_viscom/book-a-25-min-zoom-with-pam

Instructor Zoom Room link: https://nscc-edu.zoom.us/my/pamesposito

Textbook(s): The Art and Science of Designing For Print by Marina Poropat Joyce

ISBN 978-0-9962149-8-8

Supplies: The following list of supplies are items you should already have. Please check that you have a good supply of the following.

- USB Flash Drive or portable Hard Drive
- Artist's Toolbox in which to store supplies
- Artist portfolio case of your choice (approx. size 20 x 26)
- X-Acto Knife with #11 replacement blades (you will use a lot!)
- Set of BLACK Sharpie markers in different widths (ex: extra fine, medium and bold)
- Strathmore 300 series Bristol pad smooth 9 x 12
- Strathmore 300 series Tracing pad 11 x 14 or Bienfang Parchment Roll 18in x 20yd
- Pacific Arc 30/60 Clear Acrylic Plain Triangle 12in
- Pacific Arc 45/90 Clear Acrylic Plain Triangle 8in
- Heavyweight black construction paper (3 sheets of 8.5 x 11)
- 1 small can 3M Spray Mount (super 77 is best)
- 1 small can rubber cement
- Rubber cement pick-up
- Cutting Mat 12 x 18 (or larger)
- 18 x 24 inch Metal Edge Drawing Board
- 18 inch cork back metal ruler
- T square Pacific Arc Wood with clear acrylic edge
- Bone folder (small)
- Roll of Drafting tape

Additional Supplies: Depending upon your design solutions you may need to purchase additional materials for project execution.

Students should have these supplies readily available by WEEK 2. It's possible that markers/pens will dry out or be used up during the semester and will require replacement.

Adobe Creative Cloud: Students enrolled in VisCom courses are given a license to the entire Adobe Creative Suite. Go to Adobe.com and log in with your Nashville State email address and password to download the software. Additional instructions are in the Getting Started Module

Once you have registered for your courses, you should make sure you have the correct textbook and materials for each course. Before courses begin, you can do this by looking up your courses on the bookstore's website (https://www.bkstr.com/nsccstore/shop/textbooks-and-course-materials) using your A# or by entering your course information. If you are

registered with the Access Center and need an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nscc.edu

Hardware Requirement: Students in the Visual Communications program will need a computer which is capable of running the current Adobe suite of software. Check Adobe's site for system requirements for desktop apps such as Photoshop, Illustrator, InDesign and XD. (https://helpx.adobe.com/creative-cloud/system-requirements.html)

Honors Option: Honors credit is available in some classes. If you are interested in participating in the Honors Program, please see your instructor within the first four weeks of class.

Course Outcomes: At the end of the semester, this is what you should know and/or be able to do:

- 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, or specific skills or knowledge, intended to help you achieve the course outcomes:

- Explain the process and procedures involved in the development of their projects.
- Prepare and present their work in a critiquing session.
- Understand the value of good time management skills.
- Understand the elements of design and how it relates to design intended for print & web production.

- Explain the concept and strategy behind their design projects.
- Identify the type fonts used in their projects.
- Produce work that reflects research and preliminary sketches of ideas in the thumbnail stage.
- Produce work that reflects good concepts and use of design principles.
- Understand the design process from concept to completion of project.
- Understand design terminology & printing terminology.
- Demonstrate ability to read and understand instructions both written and verbal.
- Produce work within the deadlines established for completion of their projects and understand the importance of deadlines in industry.
- Design and produce portfolio quality comprehensives for projects emphasizing creative freedom with practical application to realistic situations.
- Demonstrate the use of various media and options in preparing print & web based projects

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

- Locate, evaluate, and use multiple sources of information when researching and purchasing supplies for class.
- Participate as team members when given in class assignments that require group effort.
- Use critical thinking skills to evaluate their success in achieving the objectives of the assignments, and to analyze other projects and assignments.
- Use and adapt current techniques and technologies to complete all assignments and other course requirements.

Topics to Be Covered:

Branding, and the creative and technical aspects of developing practical design solutions stressing the importance of production for print and extension to web applications.

Course Assessments: There are 3 major projects (each with multiple items) that students will create using Adobe InDesign, Photoshop, Illustrator and XD as the primary software to build their documents. Starting with research/creative brief construction, students will develop a prototypes to represent the finished projects.

- Student will create projects which will measure competency of application of relevant concepts.
- After executing projects, students will participate in group critique.

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

Percentage	Assessment
30%	Creative Brief
30%	Branding Project 1
40%	Branding Project 2

Grading Policy:

Grades will be posted in NsOnline Gradebook (Evaluation>Grades.) If you have a question about the grade, please contact your instructor to discuss.

Grading Scale:

Letter Grade	Percentage Range
A	93-100
B	85-92
C	77-84
D *	70-76
F *	0-69

A: Excellent, above-average work. Student successfully achieves course outcomes and competencies. Assignments exceed requirements and are turned in on time.

B: Above-average work. Achieves course outcomes and competencies. Assignments meet or exceed requirements and are turned in on time.

C: Average work. Achieves most course outcomes and competencies. Assignments meet requirements or and are turned in on time.

D: Below-average work. Majority of graded work does not meet assignment expectations.

F: Failure to meet course outcomes and competencies. Failure to complete assignments as required. Poor attendance and participation.

**Note, students must earn a C or above for the class to count toward the degree and to be permitted to take the courses for which this course is a pre-req.

FA

If you stop attending class or if you are in an online class and stop submitting assignments, but do not turn in a withdrawal form by the deadline, you are still enrolled in class. You will be given a grade of FA, which means you have failed due to not attending class and not completing your assignments. 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)." If you stop attending your course after this date, you will receive an F.

10/28/22 - Last date to withdraw and earn a "W" – Last day to earn an "FA"

FN

An FN is awarded if you have never attended your course or done any of the work in an online course.

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

Weekly assignments and in class assignments cannot be made up if you are absent or late to class. If you know before class that you will be absent, you must get prior permission to submit the work early. Project Grades are determined by completion and quality of work. You are expected to deliver assignments at the scheduled time. The grade for any missing assignment will be recorded as a zero. The grade for any missing test will be recorded as a zero. Any pre-approved late project can only be accepted one week after the due date and, the grade will be reduced by 10 points. No exceptions will be made for medical emergencies without a note from a verifiable medical facility. Standard NSCC policies are also adhered to —provided in the content below.

Attendance Policy

General Policy

- *Absences in a course may affect your final grade.*
- *Tardiness may also affect your final grade.*
- *You are responsible for all work/tests that occur during any missed course session(s) regardless of reason(s) for absence.*
- *If you are not well enough to attend a course session (class), you must notify the instructor as soon as possible before the scheduled course time.*

- *If you have an unavoidable conflict with a scheduled course session, you must notify the instructor before the course session.*
  - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*

Instructor's Attendance Policy

You 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 class performance and may result in a failing grade for the class.

- Graded in class activities may not be available outside of class time.
- 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 got all of the missed materials.
- Students missing more that 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.
- **Students missing more than 3 class meetings may receive a grade of FA or F.**

For financial aid purposes, **attendance** is measured by participation in the course. Instructors can determine your level of participation in several ways. Some of those ways are:

- continued attendance
- participation in on-ground or virtual class sessions
- participating in D2L as prompted
- responding to an instructor's email
- posting to a discussion board
- completing and submitting assignments

Technology Statement

- All classes at the College are web enhanced. "Web enhanced" means that components of the course, such as assignments and online discussions, may be located online in the class D2L/NS Online course shell and used in the course, even if the course meets in a classroom on ground.
- You must have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells.
- You may also be required to use free video conferencing platforms (examples: Zoom, Teams, etc.) for course sessions and meetings.
- You will be responsible for appropriate dress while on video. This means that you are expected to dress as if you were in a classroom.
- You will be responsible for a distraction free environment while on video. This means that the professor and others in the course should not be able to hear noise in your home, such as cell phones, TVs, or barking dogs. The best way to do this is to keep yourself on "mute" until you need to speak.
- You will be responsible for making sure your background is neutral. Keep in mind that students and professors come from all around the world, and you are all a part of our community. Therefore, please avoid having images in your background that may be offensive to your classmates.
- Certain publisher materials, such as textbook figures, may not work on cellphones and may require a laptop or a tablet.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information is available on this website: https://www.nscc.edu/current-students/student-online-resources/access-to-internet-and-technology.
- Students enrolled in VisCom classes will be provided with a user license for the Adobe Creative Suite. Login to Adobe.com with your NSCC email and password to access the software

Computer Labs

Computers are available for all Nashville State students to use at each campus during open hours. Open computer lab availability may vary from campus to campus.

You should check the NSCC website for current hours of operation.

Loaner Laptops are available at the library. https://www.nscc.edu/current-students/student-online-resources/access-to-internet-and-technology.

D2L/NS Online and myNSCC

It is your responsibility to check your email in **both** D2L/NS Online course shells and your @my.nscc.edu (student email) on a regular basis. These are the official communication channels between the college and you. You are responsible for the information communicated through these email channels. D2L/NS Online emails contain specific course information and @my.nscc.edu emails contain important information from college offices, such as Financial Aid.

ADA Compliance Statement

If you need accommodations due to a disability, please do not hesitate to reach out to our Access Center. Disabilities for which you can receive accommodations include documented physical, emotional, and/or learning conditions. Nashville State is committed to supporting your success, and we encourage you to get assistance if needed. 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@nscc.edu.

Classroom Misconduct

Disruptive conduct is not allowed in the classroom. Disruptive conduct is any behavior that prevents students from learning and interferes with the ability of the instructor to teach. This may change from course to course; therefore, your individual instructors will give you guidance on what qualifies as "disruptive conduct" in their courses. 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

You have started this academic journey to prepare for a future career. Because of this, it is important that you learn the materials being presented in your courses. For this reason, cheating, in any form, robs you of your opportunity to learn and master the material that will enable you to succeed in that future career. Nashville State has a clear Academic Misconduct Policy that you are expected to follow. In addition, your instructors will clarify what Academic Misconduct looks like and the consequences for violations in each course that you take. The instructor has the authority to assign an "F" or a "zero" for such violations or for the semester grade.

Copyright Statement

Any images that students use for class assignments and projects must include clear permissions (image license) to use the images. Students will be expected to document the source of all of their images to ensure that proper rights have been secured to use the images. Using images that you do not have rights to use is similar to plagiarism and constitutes academic misconduct.

Academic Early Alert System

If you are not doing well in your course, your instructor may send you an Early Alert through your @my.nscc.edu email. This email will go to your academic advisor and Student Success advisor, as well. If you get an Early Alert, contact your instructor immediately. Instructors send these when they want to help you figure out how to get extra support to pass the course. An Early Alert does not mean that you have already failed the course. Rather, it means you are in danger of failing the course if you do not change your learning strategy. Please use an Early Alert to your advantage and as an opportunity to improve your grade.

RAVE Emergency Alert System

You can log in to this free alert system to receive text messages about emergencies related to NSCC campuses: https://www.getrave.com/login/nscc. The instructions for this are listed below.

- 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.

Student Wellness

Your well-being is important to us. With this in mind, the college has several resources available to provide support when needed:

- Free tutoring can assist you beyond the classroom to help you make the most of your college education.
- These resources include NSCC email, scheduling, online courses, textbooks, tech check out and support, computer labs on campuses, academic advising, financial advising, COVID-19 information and procedures on campuses.
- Services that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance.

Equity Statement

We are taking steps to become more aware of the many different needs of students. Faculty, staff and administrators are committed to helping students find ways to meet their needs so that ALL students can reach their goals. Please ask for things you need.

Preferred Name and Pronoun:

Courtesy and sensitivity are important with respect to individuals and topics dealing with differences of race, culture, religion, sexual orientation, gender, and nationalities. Class rosters are provided to the instructor with the student's legal name, but I will gladly honor your

request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my gradebook and roster. Please use your preferred name on screen in the Zoom class, and gently correct me if I mis-pronounce your name or use the wrong pronoun.

Inclement Weather & Campus Closings
You get notices about campus closings in these places: text messages from RAVE and www.nscc.edu.

Even when campuses are closed, you are still responsible for completing all assigned work. Check D2L/NS Online for a message from your instructor so you do not miss important assignments and due dates, which may change due to the campus closure.

Class Cancellation Policy

Our instructors post messages about cancelling classes in the D2L/NSOnline course shells and/or on the classroom door on campus. These messages can be found in the News and Content section or the Email tab in the online shell. Please check these to be sure that you take advantage of opportunities for learning and points toward your grade.

Notice of Right to Retain Student Work
The Visual Communications Program reserves the right to retain selected copies of student work for teaching purposes, promotional purposes, and as part of its permanent collection.

Orphaned work: Student work not picked up at the end of the semester will be stored in C-115 for 1 semester only. Work not picked up by the end of the next semester will either be discarded or become part of our permanent collection.

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 who are unable to attend. These reports will be due at the beginning of the next class period.

If possible, speakers or trips 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.