

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

**Spring 2022 Master Course Syllabus**

**COM1111 Graphic Process**

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: Type Concepts**

**Credits: 3**

**Class Hours: 3**

**Course Description:**

Acquaints the beginning student with graphic art processes, techniques, and terminology. Topics in color, paper stocks, production workflows, printing operations, safety, and bindery systems are presented. Projects acquaint students with the use of design tools and techniques.

**Prerequisites:** *Level 2 placement in English and Reading.*

3 Credits

4 Class Hours

**Instructor Information:**

**Name: Pam Esposito**

**Email: [pam.esposito@nsc.edu](mailto:pam.esposito@nsc.edu)**

**Office Phone: 615.353.3415**

**Office Location: C-107H**

**Office Hours:**

**Instructor Zoom Room link: <https://nsc.edu.zoom.us/j/3874591698>**

**Required Textbook(s) & Other Materials: None**

**Required Textbook(s):** *Designing for Print, The Art And Science: graphic design and print production strategies for success on press*, y Marina Poropat Joyce. Inez D Press, copyright 2018.

**ISBN-13: 978-0-996-21498-8**

**Recommended Reference Materials:** Graphic design trade magazines such as Communication Arts (CA) are available in the Mayfield Library on campus.

**Supplies:**

- 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)
- Strathmore 300 series tracing pad 9x12
- 9" x 12" Bristol paper pad (such as a Strathmore 300 series 20-sheet pad, or a Canson 100 lb Bristol 15-sheet pad).
- X-Acto Knife with #11 blades (you will use a lot!)
- Set of three Pigma Micron Markers OR Sharpie in different widths ex: extra fine, medium and bold)
- 1 small can 3M Spray Mount
- Cutting Mat 12 x 18 (or larger)
- 18 x 24 inch Metal Edge Drawing Board
- 18 inch cork back metal ruler
- T square
- As this class is about process techniques your final execution of projects may require taking your items to a comp level that can accurately show your solutions. The cost to reproducing your design ideas will vary.

**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.**

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/nscstore/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@nsc.edu](mailto:accesscenter@nsc.edu)

**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:

- To use and adapt current technologies through teaching graphic design applications and how it relates to the requirements for design production.
- Create projects and set up production files covering the topics of outputting for silkscreen, letterpress, offset press and digital press.
- Identify and apply terminology used by industry professionals.
- Demonstrate knowledge of finishing techniques such as foil, embossing/debossing.
- Demonstrate knowledge of color profiles and setups.
- Apply knowledge of design by creating and executing projects that utilize paper stocks and finishing techniques in a creative format using different media techniques for both 2 dimensional and 3 dimensional solutions.

**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 assigned projects.
- Prepare and present work in a critique session.
- Students will demonstrate an understanding of good time management skills.
- Develop a basic understanding of the design process.
- Students will learn how to set up documents for spot color separations, 4 color process and digital submissions.
- Students will learn about paper stocks and be able to identify bond, text and coated papers, and know that paper choice must match printing goals.
- Students will be able to explain the difference between RGB ,CMYK and pantone color systems.
- Students will be able to recognize and identify the use of spot color, duotones, or 4 color process.
- Students will be able to explain the economic considerations which affect the decision to use either spot color or process color.
- Students will be familiar with TIFF, EPS, PDF and other file formats used in electronic page production.
- Students will possess a basic understanding of binding and finishing operations, such as imposition, signatures, folding, trimming, stapling and gluing.
- Students will be able to describe and recognize binding methods such as perfect bound, saddle stitch, comb binding and case binding.
- Students will understand the difference between unit cost and job cost.
- Students will understand the importance and economy of matching print quality to the intended audience and purpose.
- Be able to explain the concept and strategy behind the design project.
- Be able to identify the type fonts used in assigned projects.
- Produce work that reflects research, preliminary sketches of ideas.

- Produce work that reflects good concepts and use of design principles.
- Understand the basic steps necessary for beginning a design project.
- Execute the basic steps necessary for beginning a design project.
- Meet clearly laid out directions and expectations for a project.
- Active practice in the creative design process from concept to completion of project.
- Have a good base of terminology relative to the design industry.
- Know the importance of reading and understanding instructions
- Work within the deadlines established for completion of assigned projects and understand how deadlines are important by industry standards.
- Applying use of Adobe Illustrator and InDesign within course study.

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:**

- Class will consist of projects that will allow a deep dive into the different methods used in the graphic design trade to execute deliverables to final production. We will review how to set up files for multiple types of print production as well as how to create flexible design systems that can be utilized across the many formats needed. Projects will be utilizing 2D and 3D replication and the different materials related to the processes.

**Course Assessments:** We will use the following assessments to demonstrate your understanding, knowledge, and skills:

- Students will work several assignments designed to explore the necessary skills and professional process needed in the career of Graphic Design
- Student will create projects which will measure competency of application of relevant concepts
- After executing projects, students will participate in group critique
- Students are expected to read the assignments and complete all activities before class and to be prepared for the scheduled critiques

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

Percentage	Assessment
30%	Project 1
30%	Project 2
30%	Project 3
10%	Attendance & Participation

**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.

**03/25/22 - 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**

If you have been exposed to COVID-19 or have tested positive, you must email [virusinfo@nsc.edu](mailto:virusinfo@nsc.edu).

- *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 are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*
- *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 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.
- 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.nsc.edu/current-students/student-online-resources/access-to-internet-and-technology>.

### **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.



## **D2L/NS Online and myNSCC**

It is your responsibility to check your email in **both** D2L/NS Online course shells and your @my.nsc.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.nsc.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@nsc.edu](mailto:accesscenter@nsc.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.nsc.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/nsc>. 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: <https://www.nsc.edu/current-students/on-campus-resources/learning-center-and-tutoring>
- 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: <https://www.nsc.edu/current-students/student-online-resources>
- Services that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance: <https://www.nsc.edu/current-students/on-campus-resources/student-support-services>

### **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.nsc.edu](http://www.nsc.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.

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### **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.