ARTC 2347 – 23501 Design Communication II
Instructor: Rock Morris – Email: ramorris@dcccd.edu
Brookhaven College – Visual Communications

Course Syllabus

ARTC 2347 Design Communication II (3)
An advanced study of the design process and art direction. Emphasis on form and content through the selection, creation, and integration of typographic, photographic, illustrative, and design elements. (2 Lecture, 4 Lab)

Texas Skills Standards
The Visual Communications - Communication Design AAS degree is Texas Skill Standards Board compliant with the National Workforce Center for Emerging Technologies Digital Media skill standards. This course is a part of this degree. Taken through Brookhaven College, this course meets key activities as determined by professionals in the various fields of digital media. The workforce key activities this course addresses are referenced within the learning outcomes. To learn more about the TSSB-recognized skill standards, visit the Texas Skill Standards Repository on the website: www.tssb.org.

Objectives
The objective of this class is to further the knowledge of communication design through a problem solving approach. The primary focus is concentrated on integration of type and image in a contemporary manner in order to effectively communicate ideas and messages. Emphasis will be placed on demonstrating an advanced understanding of design principles and visual communication theory, the creation and production of cohesive design projects, creating consistency and continuity with a personal style throughout the series of projects, examination and evaluation of current trends in design, and creating projects within limitations of budget, equipment, available time, and expertise. Strong emphasis will be on how the student works with art direction, and how to produce organized, complete documentation of their thought and design process.

Overview
This advanced design course will cover communication design principles and the creative process, working with an art director and proposed client. The focus… is the integration of words and images. Just as the letters of the alphabet can be combined in numerous ways to form words and convey meanings, so can visual elements be joined in innumerable ways, with each particular relationship generating alternative solutions. Often words carry more specific meaning than images, but images can extend and intensify the meaning of words. For this reason, words and images should act as equal partners in the forming of a message. Although a designer’s first instinct is to focus on the visual aspects of the message, a successful concept is formed within the interrelationship of words and the images. (Design for Communication: Conceptual Design Basics, Elizabeth Resnick, page 121)
Optional Textbooks


Communication Arts (CA) Magazine & Other Graphic Design Publications

Prerequisite: ARTC 1317: Design Communication I; Portfolio Review

Learning Outcomes

(Texas Skill Standards key activities are referenced)

Successful completion of this course will enable the student to:

• Combine type and images into effective communication
• Choose proper software to produce desired effects
• Summarize the principles of design that guide the form and function of a visual solution
• Create, design and produce original design projects
• Gather data to identify internal and external customer requirements (A1)
• Define scope of work (A2)
• Develop, present and test concepts (A3)
• Create preliminary design (A4)
• Research content (A5)
• Present cost and benefit data (A6)
• Identify technical constraints and prepare specifications and project plan (A8)
• Employ the creative process in developing graphic communications
• Visually communicate message through the use of color and design principles
• Communicate the nature and image of an organization by developing graphic concepts that appeal to a particular audience
• Determine media types and delivery platform (B1)
• Integrate typography and pictorial elements to communicate tone of message and point of view
• Select appropriate software and hardware tools (B6)
• Document design process (B7)
• Coordinate with design team to ensure design meets business goals (B8)
• Develop, evaluate and revise text and scripts (C1)
• Create prototypes (C2)
• Produce or acquire content elements (C4)
• Create consistency in theme and content
• Establish continuity throughout a series of projects
• Map project to design specifications and timelines (C5)
• Participate in iterative development with clients and team members (C7)
• Create and produce finished content (D1)
• Conduct customer acceptance testing and deliver product (E4)
• Conduct periodic reviews and gather data for revisions (E5)
• Exhibit professionalism through meeting stated deadlines, presentation criteria and craftsmanship
• Increase critical skills and utilize effective verbal communication skills through the critique process
• Determine effectiveness of designs through critical evaluation/critique process

Course Outline

CULTURAL DIVERSITY IN AMERICA:
Aspects of Cultures That Have Been Adopted or Integrated
(Theme: Federally Sponsored Graphic Design Campaign)

Week 1: Orientation, Syllabus; Overview of Communication Design Principles; Creative Process; Review Examples; Presentation and Critique Concept
Week 2: Working with Clients; Deliverable Goods; Creating a Project Plan; Scheduling and Budget Constraints; Targeting Markets

Project 1: Book Cover Design
Week 3: Elements of Campaigns; Visual Continuity; Creating and Projecting an Image; Work on Project 1; Present Concept Thumbnails
Week 4: Words and Images; Work on Project 1; Present Rough Comps; Critique
Week 5: Working within Budget Constraints; Complete Project 1; Project 1 Presentation

Project 2: Visual Advocacy Poster
Week 6: Legal Issues; Testing Process; Work on Project 2; Present Concept Thumbnails
Week 7: Collateral Materials; Work on Project 2; Present Rough Comps; Critique
Week 8: Color Issues; Complete Project 2; Project 2 Presentation

Project 3: Postage Stamp Design
Week 9: Work on Project 3; Present Concept Thumbnails
Week 10: Design Principles; Work on Project 3; Present Rough Comps; Critique
Week 11: Creative Process; Complete Project 3; Project 3 Presentation
Project 4: Banknote Design
Week 12: Designing with a Team; Work on Project 4; Present Concept Thumbnails
Week 13: Exploring Materials and Techniques; Work on Project 4; Present Rough Comps
Week 14: Film; Complete Project 4; Project 4 Presentation
Week 15: Final Presentation and Critique of Campaign
Week 16: Turn in Final Files for Grading; Consultation; Final Exam Week

Evaluation and Grading Policy
Evaluation of assignments will be based on concept, design and composition as well as craftsmanship and/or technical achievement, organization, and project presentation—both visually and verbally. Active participation in critique is mandatory and will affect the overall grade for each assignment, as is documentation of the design process.

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Grading Scale

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Attendance Policy

3 Tardies = 1 Absence
3 Absences = 1 Letter Grade

Course Requirements
Students are **required to have an email address**, list it in your student profile on eCampus, and keep it current. Email is the primary way your instructor will communicate with you. If you do not have an email address, you can obtain one through the DCCCD.edu website.
This class uses the eCampus Blackboard system as a component. To reach eCampus, go to: http://ecampus.dcccd.edu. Login using your student id number, with a lower case “e” in front for your user name and password. Once inside, click on the class which will most likely show up on the right side of your screen.

We will use Adobe Creative Suite to complete final comprehensives for projects for this class. The software is provided in the Mac labs. However, if you wish to work at home, you need to purchase the software we use in class for your particular platform and operating system. Adobe Creative Suite 5 is the current software on campus for use on our projects, and is available in either platform/operating system, PC (Windows) or Mac (OS X).

You will also need a current browser, either Microsoft Internet Explorer, Safari, or Firefox, and perhaps Google Chrome, typically. You cannot use the AOL browser to access ecampus and the MSN browser presents problems as well. For submitting exercises to the drop box that require more than one document, a compression software is also suggested, such as WinZip or Stuffit. Visit Logisoft or Journey Ed or any other student software site for information on purchasing software for students at greatly discounted prices.

The Mac lab is in the B building where we have 2 computer labs: B-225 and B-227. All software is available on Macintosh OSX computers and all computers have internet access. Open lab hours are available to any enrolled student, online or campus student, however access is limited to scheduled open lab hours. Open lab hours will be posted within the first two weeks of the semester. To use the computers, login with ‘Student’ as the id and password. Bring a USB Flash/thumb drive to save the work you create in the lab. The lab assistant is available for questions concerning operation of the Mac Computers and help with printing, saving and opening files and some software questions. Although our lab assistants use and understand Illustrator, Photoshop and most software that we teach, they have many responsibilities and cannot sit with students individually and tutor. They will answer a few questions and help as they can, however if you totally do not understand an assignment, email your instructor. Make sure you bring your textbook with you to lab.

The PC lab is in K107. It is normally open M-Th 9-9, Fri 9-2, however this may change. Hours will be posted outside the lab. To use the computers, stop by the lab assistant’s office for access. Login with ‘Student’ as the id and password. Bring a USB Flash/thumb drive to save the work you create in the lab. Although the PCs are provided for student use, and Illustrator is installed on the computers, the lab assistant is NOT available for questions or help with software in this lab.

**Supplies** (according to specific needs)

- Notebook
- Sketchbook
- USB Drive
- Rubber Cement
- Rubber Cement Dispenser
- Rubber Cement Pickup
Metal Ruler with Cork Backing
#1 X-Acto Knife #3601
One pkg. X611 X-Acto Blades
Illustration board or substrate of your choice for painting
Acrylic paint, gouache, watercolor – some kind of paint
Assorted brushes
Tracing Paper
Bristol Board (Smooth Surface)
Layout Paper Pad (Smooth Surface)
Drawing Pencils: 2H, 2B, 6B (at least)
Black Ebony Pencil #6325
Kneaded Eraser
Sanford Magic Rub Eraser
Letramax SuperBlack or Crescent All Black (at least 8 ea, 15” x 20”)

Most art supplies on this list may be purchased at any art supply store such as Asel Art Supply, Vanderberg Drafting Supply, Hobby Lobby, Michael’s, etc. Student discounts are available at some stores by showing a student I. D. You can also get all of these supplies online through Dick Blick, www.dickblick.com.

Presentation of your work and critiques are important to the creative process, and key to successful professional ventures. You will be required to properly mount your work on 15” x 20” black board, a minimum of eight (8), which are used for presentation throughout the visual communications, graphic design, and advertising industries. The only type of board that is acceptable are either Letramax SuperBlack or Crescent All Black—both are solid black throughout.

You cannot buy this type of board at hobby stores. It must be purchased at an art supply store, such as Asel’s. The closest Asel art supply store to Brookhaven is located north of the campus in Carrollton at 2717 E. Beltline #108, 214-390-0051. They have other locations throughout the metroplex area as well. You can also get all of these supplies online through Dick Blick, www.dickblick.com.

This class is designed for 2 hours lecture, 2 hours scheduled lab time, and 2 hours open self-paced lab time (6 hours per week), plus any outside time for homework, which usually depends on individual student study habits and skill level. The combined weekly scheduled and non-scheduled time necessary to complete the required assignments is estimated at 6-10 hours per week.

**Note:** It is crucial to have your work done on time in a professional manner. The instructor will be the Creative Director/ Art Director for all four projects during the semester, which means your performance should be as if you are on the job and have a client. **Again, you will be responsible for recording your Design Process and turning it in on time.**
Course Policies

Late Work
Even though much of this class can be self paced, you have regular and required due dates. Late work is not accepted. There are generous due dates throughout the semester, so there is no reason for work to be late. If you have a special circumstance, communicate with your instructor. Work should be submitted as required on the weekly assignment sheet provided by your instructor, and will not be accepted after the due date listed.

Submitting Required work: All work is to be turned in when due, as is outlined in the weekly assignment sheet. You are required to submit work in class unless otherwise indicated by you instructor.

Examination Policy
There are no exams or quizzes in this class, however, Final Exam week is May 13-16.

Critiques
This class is designed as an advanced traditional studio and graphic design class. As projects are the major portion of the curriculum, presentations and critiques are important in developing effective verbal communication. Critical analysis expressed through verbal discussion of conceptual, compositional and technical aspects of each project is expected. Active participation in critiques is required, will be noted, and will affect final grading.

Class Participation
You are expected to work in class, participate in class discussion, and turn in work as due, on time. The learning process requires that you are present, in class, as lectures will not be repeated. The important exchange of ideas, constructive criticism, and creative feedback from students is invaluable. Your attendance and participation in daily activities and class discussion will constitute your class participation grade at the end of the semester. If for some reason, you are unable to attend class, inform your instructor.

Religious Holidays
Students desiring to observe a religious holy day, which will result in a class absence, must notify instructors in writing, for each class, no later than the 15th calendar day after the first class day of the semester in which the absence will occur. Students are required, at a time assigned by the instructor, to complete assignments or take examinations which may be missed as a result of the absence.
Campus/District Policies

Third Attempt Policy
Effective since Fall Semester 2005, the Dallas County Community Colleges charges a higher tuition rate to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and Continuing Education/Workforce Training courses will result in higher tuition to be charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts include courses taken at any of the Dallas County Community Colleges since the Fall 2002 semester. Note: A “course” referred to above is NOT the course number and name, but the course CONTENT, so even if the course number/name is different, the third attempt policy is in effect due to the course CONTENT. To read more about the policy, visit the www.dcccd.edu website, or click on the Third Attempt Policy link above.

Drop Policy
If you do not wish to complete this course, you are responsible for withdrawing yourself from the class. If you are unable to complete this course you must withdraw from it by April 18, 2013. Withdrawing from this course is a formal procedure which you must initiate. The instructor or instructional associate cannot do it for you. You may do this in admissions or counseling. If you stop attending and do not withdraw, you will receive a performance grade, usually an “F”. Students sometimes drop courses when help is available that would enable them to continue. If you feel the need to withdraw, please discuss your plans with the instructor first.

6 Drop Policy: STOP BEFORE YOU DROP
For students who enrolled in college level courses for the first time beginning in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/coursedrops

Internal Transfer
A credit student may transfer to non-credit status after the refund period and on or before the final drop date of the semester. No student will be permitted to transfer after that date. Please consult with your instructor if you wish to utilize this transfer process.

Sexual Harassment Policy
No student or employee of the college shall engage in sexual harassment, which is a form of discrimination on the basis of sex. For general policy and procedure, purposes, sexual
harassment may be described as unwelcome sexual advances, requests for sexual favors, or other physical and expressive behavior of a sexual nature. A complaint alleging a violation of one or more of the foregoing provisions may be filed by any employee or student affected by the conduct or action. Any person may report an alleged violation of this procedure, whether or not the person is affected by the conduct or action. Reports of sexual harassment shall be made informally to Brookhaven College Human Resources personnel or De. Claude Caffee at 972-860-4832 or Mildred Kelley at 972-860-4195, or formally, in writing, to the DCCCD Vice Chancellor of Educational Affairs. Investigations of complaints will be initiated only with the consent of the individual who filed the complaint. To the extent possible, the proceedings will be conducted in a confidential manner in order to best protect the interests of both parties.

**Americans with Disabilities Policy Statement**

If you feel you may need an academic adjustment, such as help with taking notes, etc., because of any type of physical disability or learning difference, please talk with your instructor during office hours or by appointment before the end of the second week of classes. You may also contact Special Services at 972-860-4847 for advisement and counseling. Information can be found online at [http://www.brookhavencollege.edu/campserv/specialservice/specialsvc.htm](http://www.brookhavencollege.edu/campserv/specialservice/specialsvc.htm).

**Financial Aid**

Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy. *Please note: If you are receiving Financial Aid grants or loans, you must begin attendance in all classes before the certification date. You also must attend or participate after the drop date in order not to be marked as non-attending in the event that you fail the course. Do not drop or stop attending any class without consulting the Financial Aid Office. Changes in your enrollment level and failing grades may require that you repay financial aid.*

**Academic Integrity**

The purpose of the Student Code of Conduct is to provide guidelines for the educational environment of The Dallas County Community College District. Such an environment presupposes both rights and responsibilities. Disciplinary regulations at the college are set forth in writing in order to give students general notice of prohibited conduct. Students should be aware of disciplinary actions for all forms of academic dishonesty, including cheating, fabrication, facilitating academic dishonesty, plagiarism and collusion. Your College Catalog and the DCCCD Catalog contain the entire Student Code of Conduct or go online at [https://www1.dcccd.edu/cat0608/ss/code.cfm?loc=2](https://www1.dcccd.edu/cat0608/ss/code.cfm?loc=2) and scroll down to Responsibility, #11, for detailed information.
Academic Honesty Policy

All course work in this class is undertaken with the understanding that academic honesty is the only acceptable behavior at Brookhaven College or any college in the DCCCD. Further, it is understood that the instructor sets the standards of academic honesty in the classroom, determines when these standards have been violated, and determines the consequences of that behavior by the student. The following instances of academic dishonesty will not be tolerated:

- **Cheating** - intentionally using or attempting to use unauthorized materials, information or study aids in any academic exercise.
- **Collusion** - unauthorized collaboration with another person in preparing work offered for credit, i.e.: providing exam information to another student, working collectively on assignments intended as individual tasks.
- **Fabrication** - intentional and unauthorized falsification or invention of any information in an academic exercise.
- **Plagiarism** - intentionally representing the words, art, design and/or ideas of another as one’s own in any academic exercise.

Receiving Your Grades

End-of-semester grades are not mailed to you by the college. To receive your grades you have two options: through the Internet or through the Telephone Touch-Tone System. Depending on your choice use the following directions:

Internet Access to Grades:
1. Go to the Dallas County Community College website (http://www.dcccd.edu)
2. Next, look at the Online Services heading.
3. Under the Online Services heading click on eConnect-Register, Pay, Check Grades.
4. You are now on the student menu.
5. Next click on My Personal Information (this will expand the menu)
6. Now click on My Grades
7. Enter your seven digit student ID (not your social security #)
8. Enter your password or if it is your first time to use the system enter your date of birth. (Example: Feb 16, 1965 021665)
9. Now select the grade type you wish to review (CR-Credit Grades) and click on submit.
10. Grades start with “oldest” term...now find yours.

Telephone Access to Grades:
1. Dial 972-613-1818.
2. Press 2 for grades.
3. Press 1 and wait for directions to enter your seven digit Student ID#.
4. Enter PIN (Six digit -- Example: Date of birth Feb 16, 1965 021665)
5. Select correct option for the semester grades you are inquiring about.

NOTE: The instructor reserves the right to modify the course requirements, assignments, schedule, grading procedures and other related policies as circumstances so indicate.