COURSE SYLLABUS
ARTC 1305 Basic Graphic Design

ARTS, BUSINESS, SPORTS SCIENCE, AND TECHNOLOGY DIVISION
BUSINESS and TECHNOLOGY LABORATORIES
Location: T135, Telephone: 972-273-3450
Office Hours: 8:00 a.m. – 8:30 p.m., Mon-Thu, 8:00 a.m. – 4:30 p.m. Fri

This course syllabus is intended as a set of guidelines for this class. Both North Lake College and your instructor reserve the right to make modifications in content, schedule, and requirements as necessary to promote the best education possible within prevailing conditions affecting this course.

Instructor Information:
Professor: Lisa Gabriel
E-mail Address: lgabriel@dcccd.edu
Office Phone Number: 972-860-3930
Office Location: G339
Office Hours: M 3:30PM-5:30PM
Th 2:30PM-4:30PM
Friday hours by appointment only
If I am not in G339, look for me in G304-G306

Course Information
Course title: Basic Graphic Design
Course number: ARTC 1305
Section number: 73201
Credit hours: 3
Class meeting time: Mon/Wed, 12:45 PM - 3:30 PM

Course description: Graphic design with emphasis on the visual communication process. Topics include basic terminology, graphic design principles, typography, layout and illustration techniques.

Course Prerequisites:
None. However, basic computer knowledge such as saving files, file/folder structure, using a mouse, printing a document, etc., is necessary. If you have trouble navigating and using a computer in general, speak to your instructor immediately.

Required or Recommended Textbooks and Materials:
Required Textbook:
Notes on Graphic Design and Visual Communication
Crisp Learning; 3rd edition
ISBN: 978-1560520443

Optional Textbook
Graphic Design: New Basics
Princeton Architectural Press
ISBN 978-1568987770

Required Course Materials:
• Lynda.com Subscription (discussed on first day of class)
• Artist's Portfolio- 8'/2 X 11 or slightly larger, (Itoya)
• Sketchbooks to bring/use in the studio
• Artist quality lead and color pencils and erasers
• USB flash drive (at least 4-8 gigs) or portable hard drive for transporting your files
• 18” Steel cork-back ruler
• Bone folder and scoring tool
• Fine point black marker pen(s)
• Glue stick or double-stick tape
• Scissors
• CD-R or DVDs for making backups of your files

Suggested Course Materials:
• Camera (digital helps)
• Three-hole binders and hole punch

Required or Recommended Hardware/Software:
Students must have access to a computer (Mac or PC) fast enough to run graphics software, and Adobe Illustrator to complete class assignments. Students may use software in the G304/G306 labs, or may acquire their own. It is highly recommended that students have the ability to work on their assignments and projects at home. Though there will be open lab times available throughout the semester, there may not be enough time in the lab to complete all assignments/projects, especially for students with transportation and other hardships. Those students that have a computer with InDesign and Illustrator CC installed will have a distinct advantage over those that don’t. Students who intend to take a series of computer graphics classes should consider purchasing the Adobe Creative Cloud Subscription. Remember, students can receive a discount on software through educational software vendors.

Course Objectives
This is a hands-on introductory level Computer Graphics class using the software InDesign and Illustrator CC that focuses on the creation of original layouts and artwork usable in multimedia, Internet publishing, or desktop publishing. At the completion of the course, students will be able to:
• Identify terminology, advantages and limitations of computer design software
• Use software tools to manipulate, create, and edit layouts and artwork for print
• Specify useful file formats for print and screen display
• Employ the use of design principles and aesthetics for the creation of visual design
• Critically analyze personal work as well as the work of peers.
• Prepare and present your work in a professional manner
### Specific Course Learning Outcomes and Means of Assessment

<table>
<thead>
<tr>
<th>Learning Activity</th>
<th>Learning Outcomes</th>
<th>Means of Assessment</th>
<th>EEOs, CCICs, SCANS*</th>
</tr>
</thead>
</table>
| **Online Lessons:** Online lessons will be graded on a point scale and averaged together to form 15% of your final grade (there will be several lessons online to work through). | • Demonstrate an ability to use hardware associated with digital art and design  
  • Identify terminology, advantages and limitations of software  
  • Use software tools to manipulate, create, and edit design elements for print or web  
  • Specify file formats | The projects will be critiqued by your peers and instructor and will be graded on a letter scale from one of these criteria: preliminary work folder (15%) following directions (20%) technical skill (30%) design quality (40%) and effort (10%). | EEO 1.3  
CCIC 4  
SCANS: C1, C14, F1 |
| **Individual Projects:** Individual Projects: The student is responsible for four projects created using photos, scans or drawings of your choosing. After working through a number of online assignments, you will be given the freedom to make your own work. You must, however, use certain skills that you have learned in the previous assignments (you will be provided with a list of requirements). A process notebook of preliminary work created at the beginning of each project that will count as a portion (10%) of the grade. The notebook will consist of brainstorming sheets, thumbnail sketches, examples of similar work by other artists or bibliography, a rough color sketch, and occasionally other materials pertinent to the assignment. The projects will be critiqued by your peers and instructor. | • Identify terminology, advantages and limitations of layout and design  
  • Use software tools to manipulate, create, and edit design elements for print or web  
  • Critically analyze his/her own work as well as the work of peers.  
  • Employ the use of the principles and elements of design in the creation of digital art and layouts. | Observation of students as they interact in peer/group critiques; Completion of Critique Sheet. The critique activities of the class will be factored into the ‘Participation’ grade. | EEO 1.2  
CCIC 1.2.3.4  
SCANS: C9, C16, F4, F5, F14 |
| **Critiques:** Participation in group and individual critiques of student projects. The students will verbally participate in three group critiques. | • Critique the creative and technical properties of layout and design  
  • Become more aware of the principles and elements of design  
  • Develop verbal, written and visual understanding of art and design.  
  • Demonstrate the ability to analyze, interpret, and make value judgments about works of art. | Observation of students as they interact in peer/group critiques; Completion of Critique Sheet. The critique activities of the class will be factored into the ‘Participation’ grade. | EEO 4  
CCIC 1.2.3.4  
SCANS: C9, C16, F4, F5, F14 |
| **Quiz:** The student will be given an examination over the vocabulary introduced and concepts within this course. | • Define the basic terminology and concepts relative to course content. | eCampus testing | EEO 1  
CCIC 4  
SCANS: C12, C14, C19, F7, F8 |
| **Portfolio Review:** At the end of the semester students will submit a collection of the semester’s projects in a portfolio. Taking note of the instructor’s suggestions during critique will give the student ideas for making improvements to their work before final submission. The final portfolio should be submitted in a visually attractive manner and annotated to reference the refinements and corrections you have made to the work. If work was not turned in on time originally, resulting in a zero, it may now be turned in as part of the portfolio grade. The work should be printed on high quality ink jet paper (no streaks or gaps) and presented in an artist’s portfolio of an appropriate size. | • Arrange and refine projects for inclusion in a portfolio  
  • Use software tools in production and final output of course projects  
  • Create high quality prints at the appropriate size, and with accurate color.  
  • Create a presentation portfolio. | Formal Design Quality (25%)  
Technical Skill (25%)  
Craftsmanship (20%)  
Content / Creativity / Idea (20%)  
Following Directions (10%) | EEO 2.4  
CCIC 1.3.4  
SCANS: C1, C12, C15, C16, F7, F8, F12, F15 |
| **Participation:** Student will be expected to attend class regularly, be attentive, and interact with the instructor during class. | • Demonstrate ability to make personal contribution to a healthy, creative studio atmosphere  
  • Show a willingness to explore, try new ideas, and to listen to the ideas of others.  
  • Constructive use of time | Observation of students as they interact in peer critiques, in discussions, in lectures, and how they participate in the studio involvement in general | EEO 1.2.3.4  
CCIC 1.3  
SCANS: C9, C16, F4, F5, F14 |

*See Appendix B for EEO’s and CCIC’s  
*See Appendix C for SCANS Skills
**Evaluation Procedures / Exams and Assignments**

**Expectations:** Much of class time will be dedicated to lectures and the execution of the assigned projects. It is essential that you attend class on time and fully. It is during studio time that you will be able to receive assistance from the instructor, that the instructor is able to see your growth, and that you can interact with other artists. However, you will find it is necessary to work outside of class to finish work on time. It is imperative that you come to class prepared to work. This means keeping up with the required assignments and having supplies ready for class. After each project or group of projects, we will have a group critique (discussion) about the work. This is your opportunity to express opinions and views. Your participation in these critiques is mandatory. You are expected to take notes from class lectures and be in attendance. A *good grade starts with interest and engagement. It is your responsibility to get inspired and stay inspired. You will get out of this class what you put into it.*

<table>
<thead>
<tr>
<th>Grade Calculation</th>
<th>Possible % Points</th>
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<tbody>
<tr>
<td>Book Lessons</td>
<td>6 online lessons. Checked for relative accuracy, completion and authenticity. 15%</td>
</tr>
<tr>
<td>Project 1</td>
<td>Preliminary work folder (10%), Following directions (10%), Technical skill (30%), Design quality (30%), and Content / Expression / Originality (20%) 15%</td>
</tr>
<tr>
<td>Project 2</td>
<td>Preliminary work folder (10%), Following directions (10%), Technical skill (30%), Design quality (30%), and Content / Expression / Originality (20%) 15%</td>
</tr>
<tr>
<td>Project 3</td>
<td>Preliminary work folder (10%), Following directions (10%), Technical skill (30%), Design quality (30%), and Content / Expression / Originality (20%) 15%</td>
</tr>
<tr>
<td>Project 4</td>
<td>Preliminary work folder (10%), Following directions (10%), Technical skill (30%), Design quality (30%), and Content / Expression / Originality (20%) 15%</td>
</tr>
<tr>
<td>Vocabulary Quiz</td>
<td>A 100-90, B 89-80, C 79-70, D 69-60, F below 60 10%</td>
</tr>
<tr>
<td>Portfolio</td>
<td>Formal Design Quality (20%) Technical Skill (20%) Craftsmanship and Presentation Quality (30%) 10%</td>
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<td></td>
<td>• Prints are output on appropriate ground (high quality ink jet paper, art paper, etc.) • No discernible streaks, banding, or other printer/paper related errors are evident • Image is the correct resolution for print output (150 dpi and above) • Works are presented in an appropriate portfolio-type binder or case. Content / Expression / Originality (20%) Following Directions (10%)</td>
</tr>
<tr>
<td>Participation</td>
<td>Grade Scale A = outstanding; far exceeds expectations B = good; meets expectations C = minimally acceptable D= poor; lacking somewhat in behaviors that contribute to success F= failure to perform within studio setting 5%</td>
</tr>
<tr>
<td></td>
<td>• Personal contribution to a healthy, creative studio atmosphere • Willingness to explore, to try new ideas, and to listen to the ideas of others • Constructive use of time • Active, thoughtful oral and written participation in class critiques</td>
</tr>
<tr>
<td>Absences and Tardies</td>
<td>Grade will drop 10% (one grade level) for every three unexcused absences. Three tardies equals one absence. X</td>
</tr>
<tr>
<td></td>
<td>Total 100</td>
</tr>
</tbody>
</table>

**Grading Scale**

Final grades are reported for each student according to the following grading system:

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>F</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-90</td>
<td>excellent</td>
<td>89-80</td>
<td>good</td>
<td>79-70</td>
<td>passing</td>
</tr>
</tbody>
</table>

An incomplete grade of “I” may be given when an unforeseen emergency prevents you from completing the work in a course. The “I” must be converted to a performance grade (A-F) within 90 days after the first day of classes in the subsequent regular semester. If the work is not completed after 90 days, the “I” is converted to a performance grade, usually an “F”.

**Course Outline**

See Appendix A
Discipline/ Course/ Department/Policies

Attendance

Attendance is important and required in this class. In some cases the Lab portion of this class may be made up at alternative times with arrangements and approval of the instructor. The student is expected to complete each lab assignment using either their own computer or the computers at NLC. To aid in record keeping; applications for excused absences should be made in writing preferably in advance and with documentation. After 3 unexcused absences (two day a week classes) or 2 unexcused absences (one day a week classes), your grade will drop 10% - one grade level. Three tardies will be counted as one absence. Leaving early without permission constitutes an absence. With instructor approval, unexcused absences may be ‘made up’ by producing extra credit work and/or attending specific open lab times.

Due Dates and Late Work

Due dates are stated in the class calendar. Any variations must be discussed with your instructor.

All late work is penalized five points for every day past the due date, including weekends and holidays. Late work will not be accepted after one week past its due date. Exceptions may be granted by the instructor for extraordinary circumstances on an individual basis.

Not having a book and/or software and/or a computer is not an acceptable excuse for late work!

Turning In Assignments

All assignments will be turned in to the assigned folder on the MacLab (nlecduart) server (unless the assignment states otherwise). Your instructor will provide you with a username and password to access the server.

INSTITUTIONAL POLICIES

ACADEMIC DISHONESTY

The Student Code of Conduct prohibits academic dishonesty and prescribes penalties for violations. According to this code, which is printed in the college catalog, “academic dishonesty”, includes (but is not limited to) cheating, fabrication, facilitating academic dishonesty, plagiarism, and collusion. 1) The Vice-President of Academic & Student Affairs may initiate disciplinary proceedings against a student accused of academic dishonesty. 2) Academic dishonesty includes, but is not limited to, cheating on a test, plagiarism and collusion. 3) Cheating on a test includes: a) Copying from another student’s test paper; b) Using, during a test, materials not authorized by the person giving the test; c) Collaborating with another student during a test without permission to do so; d) Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of an un-administered test; e) Substituting for another student, or permitting another student to substitute for you to take a test; and f) Bribing another person to obtain an unadministered test or information about an unadministered test. 4) “Plagiarism” means the appropriation of another’s work (ideas and/or words) and the unacknowledged incorporation of that work in one’s written work offered for credit. Quotes not identified as quotes constitute a form of plagiarism even if the borrowed ideas are documented. 5)”Collusion” means an unauthorized collaboration with another person in preparing written work offered for credit.

Academic dishonesty may result in the following sanctions, including, but not limited to:
1. A grade of zero or a lowered grade on the assignment or course.
2. A reprimand.
3. Suspension from the college.

About Images for This Class: You may on occasions use royalty-free or public domain images from CD-ROM’s, the net, or books. If you use someone else’s work in your project you will be expected to cite that source in your thought process notebooks at the end of the project.

REPORTS OF THE AMERICANS WITH DISABILITIES ACT (A430)

North Lake College provides academic accommodations to students with disabilities, as defined under ADA law. It is the student’s choice and responsibility to initiate any request for accommodations. If you are a student with a disability who requires such ADA accommodations, please contact North Lake College’s Disability Services Office in person (A430) or by phone at 972-273-3165.

http://www.northlakecollege.edu/resources/disability.html

NOTIFICATION OF ABSENCE DUE TO RELIGIOUS HOLY DAY(S)

Students who will be absent from class for the observance of a religious holiday must notify the instructor in advance. Please refer to the Student Obligations section of the college catalog for more explanation. You are required to complete any assignments or take any examinations missed as a result of the absence within the time frame specified by your instructor.

FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT OF 1974 (FERPA)

In compliance with the Family Educational Rights and Privacy Act of 1974 (FERPA), the College may release information classified as “directory information” to the general public without the written consent of the student. Directory information includes: (1) student name, (2) student address, (3) telephone numbers, (4) date and place of birth, (5) weight and height of members of athletic teams, (6) participation in officially recognized activities and sports, (7) dates of attendance, (8) educational institution most recently attended, and (9) other similar information, including major field of student and degrees and awards received. Students may protect their directory information at any time during the academic year. If no request is filed, directory information is released upon written inquiry. No telephone inquiries are acknowledged. No transcript or academic record is released without written consent from the student, except as specified by law.

DROP POLICY

If you are unable to complete this course, you must officially withdraw by Thursday, April 16, 2015. Withdrawal is a formal procedure which you must initiate; your instructor cannot do it for you. All Dallas County Community Colleges charge a higher tuition rate to students registering the third time for a course. This rule applies to the majority of credit and Continuing Education / Workforce Training courses. Developmental Studies and some other courses are not charged a higher tuition rate. Third attempts include courses taken at any DCCCD college since the fall 2002 semester. For further information, go online to: http://www.DCCCD.edu/thirdcourseattempt.
ADMINISTRATIVE WITHDRAWAL

Students with valid extenuating circumstances may be eligible for an administrative withdrawal by the Dean of the Division in which the course or courses are taught. An administrative withdrawal will not be awarded to students who simply fail to withdraw prior to the last day to receive a “W.” The request for an administrative withdrawal must be made in writing to the Dean of the Division with any supporting documentation attached. This must occur before the last official day of the semester.

STOP BEFORE YOU DROP

For students who enrolled in college level courses for the first time 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.

FINANCIAL AID STATEMENT

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 are also subject to this policy.

To apply for financial aid in the DCCCD, students must complete FAFSA (Free Application for Federal Student Aid) on the web at http://www.fafsa.ed.gov.

COUNSELING SERVICES (A430)

Counseling services for personal issues are provided to all students currently enrolled at North Lake College. These services are provided by licensed professionals who are bound by confidentiality (within ethical parameters) at no charge. With the assistance of a counselor, students are able to identify, understand, resolve issues and develop appropriate skills. To make an appointment call 972-273-3333 or visit A430.

THE ACADEMIC SKILLS CENTER (ASC) - A332

The ASC is designed to provide assistance to students in the following areas:

• Labs for students enrolled in foreign language, Developmental Reading, and ESOL courses. One-on-one tutoring is available.
• The Writing Center can help students clarify writing tasks, understand instructors’ requirements, develop and organize papers, explore revision options, detect grammar and punctuation errors, and properly use and document sources. Rather than merely editing or “fixing” papers, tutors focus on helping students develop and improve their writing skills.
• The Online Writing Lab (OWL) allows students to submit papers to our writing tutors electronically and get feedback within 24-72 hours. The OWL can be accessed through eCampus. After logging on to eCampus, click on the Community Tab at the top. Type “Owl” in the search field and click “Go.” Next, click on the double drop-down arrows next to “NLC-OWL2,” and then click on “Enroll.” Once enrolled, students can receive services from the OWL.
  • For more information or to schedule a tutoring appointment, come by A-332 or call 972-273-3089.

Classroom Policies and Info:

• Music: If you would like to listen to music during class, bring your own personal listening device with earphones.
• Breaks: Except when the structure of the class necessitates structured breaks, students are free to take short breaks as appropriate.
• WEOTA is our NLC art club. All students enrolled in art classes and those others who are interested in art are considered members. Meetings are held during the fall and spring semesters.
• Annual Portfolio Review is held at the end of the fall semester for those art students who wish to have their work rated by the faculty and juried for competitions and scholarships. Work is returned at the beginning of spring semester.
• Annual Student Spring Exhibition is held at the end of the spring semester. All art students are eligible to enter their work. An outside juror makes award selections.
• Studio Clean Up: Students are expected to clean up after themselves at the end of each class. This includes the computer desktop and your work area. Make sure to push your chair in and turn off your computer when you leave.
• Lost and Found: Ask your instructor or an instructional associate to check the classroom lost and found. If necessary, see the police, C204.
• Degrees and Certificates: If you are thinking of pursuing a career in computer graphics, please choose one of the following as your degree plan:
  • Computer Graphics Degree (AAS)
  • Computer Graphics Certificate
  • Computer Graphics Specialist Certificate
    • Print, Web, or Animation
  Remember, you are not obligated to finish the plan once you have chosen it (although we hope you will!)

Lab Policies:

• The G304 and G306 Labs are for use by currently enrolled students in Computer Graphics, Photography, Video, or Fine Art classes who are attending on a regular basis and are in good standing. Check with your instructor or an Instructional associate concerning open lab times.
• Students must follow instructions of the Open Lab assistant concerning the use of the room, use of equipment, and clean-up.
• Label your things.
• No food or drink allowed near the computers.
• Never talk on the phone or text in the lab. Put your cell phones on silent or “vibrate” during class or open lab time. If you receive a call during lecture, do not answer it. If you receive a call during lab, take the call outside of the classroom.
• Observe all posted materials on Lab rules and procedures.
<table>
<thead>
<tr>
<th>Week</th>
<th>Description</th>
<th>Learning Activity</th>
<th>Week</th>
<th>Description</th>
<th>Learning Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Syllabus and orientation</td>
<td>Project 1 Handout</td>
<td>9</td>
<td>Illustrator Review</td>
<td>Project 3 Overview</td>
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<td>InDesign Review</td>
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<td>Lynda Tutorials</td>
<td>Project 2 DUE</td>
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<td>Lynda Tutorials</td>
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<td>Section 3: Selecting &amp; Transform</td>
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<td></td>
<td>Section 2: Understanding your Workspace</td>
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<td>Section 4: Working with color</td>
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<td></td>
<td>Section 3: Creating a document</td>
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<tr>
<td>2</td>
<td>Lynda Tutorials</td>
<td>Project 1 Magazine clippings DUE</td>
<td>10</td>
<td>Lynda Tutorials</td>
<td>Project 3 Sketch Ideas</td>
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<td></td>
<td>Section 5: Text</td>
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<td>Section 5: Working with fills &amp; strokes</td>
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<td></td>
<td>Section 6: Graphics</td>
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<td>Section 6: Working with paths</td>
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<tr>
<td>3</td>
<td>Lynda Tutorials</td>
<td>Design and composition Lecture</td>
<td>11</td>
<td>Lynda Tutorials</td>
<td>Project 4 Handout Review</td>
</tr>
<tr>
<td></td>
<td>Section 10: Managing objects</td>
<td></td>
<td></td>
<td>Section 7: Creating shapes</td>
<td>Project 3 -Flat Icons DUE</td>
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<tr>
<td></td>
<td>Section 11: Transforming objects</td>
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<td>Section 8: Don’t be afraid of pen tool</td>
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<td>Section 9: Using type in Illustrator</td>
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<tr>
<td>4</td>
<td>LAB-Working on layouts</td>
<td>Digital Page Layouts Lecture</td>
<td>12</td>
<td>LAB-Working on mark sketches</td>
<td>Project 4 Written description and sketches DUE</td>
</tr>
<tr>
<td>5</td>
<td>PROJECT 1-Group Critique</td>
<td>Project 2 Overview Project 1 DUE</td>
<td>13</td>
<td>LAB-Working on mark design</td>
<td>Digitizing a graphic mark lecture</td>
</tr>
<tr>
<td>6</td>
<td>Discussion on sketch work</td>
<td>Project 2 - Sketches DUE</td>
<td>14</td>
<td>Vocabulary Review</td>
<td>Pantone color lecture</td>
</tr>
<tr>
<td>7</td>
<td>LAB-Working on layouts</td>
<td>Working with color lecture</td>
<td>15</td>
<td>Vocabulary Quiz All Class</td>
<td>LAB-Project 4 Project 4 Group Critique</td>
</tr>
<tr>
<td>8</td>
<td>SPRING BREAK March 9 - 13, 2015</td>
<td></td>
<td>16</td>
<td>May 11-15, 2015 FINALS WEEK</td>
<td>Final prints for Project 4 DUE</td>
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<td></td>
<td></td>
<td>FINAL Portfolio DUE</td>
</tr>
</tbody>
</table>
EXEMPLARY EDUCATIONAL OBJECTIVES (EEO) in VISUAL STUDIO ART:
This course addresses the following exemplary educational objectives:

1. To develop an appreciation for the aesthetic principles that guide or govern the humanities and arts.
2. To engage in the creative process or interpretive performance and comprehend the physical and intellectual demands required of the author or visual or performing artist.
3. To articulate an informed personal reaction to works in the arts and humanities.
4. To respond critically to works in the arts and humanities.

CORE CURRICULUM INTELLECTUAL COMPETENCIES
The CCIC’s identified by the DCCCD which are reinforced by this course are as follows:

1. SPEAKING: Competence in speaking is the ability to communicate orally in clear, coherent and persuasive language appropriate to purpose, occasion and audience.
2. LISTENING: Listening at the college level means the ability to analyze and interpret various forms of spoken communication.
3. CRITICAL THINKING: Critical thinking embraces methods of applying both qualitative and quantitative skills analytically and creatively to subject matter in order to evaluate arguments and to construct alternative strategies.

GEN ED OUTCOMES
Outcome 1: Communication Skills
1. Writing: Process and produce effective written communication adapted to audience, purpose, and time constraints.
2. Speaking: Produce effective oral communication adapted to audience, purpose, and time constraints.
3. Listening: Comprehend, and analyze oral information.

Outcome 2: Critical Thinking Skills
1. Accurately summarize and evaluate information for elements such as facts, opinions, inferences, presumptions, bias, viewpoints, and arguments presented orally or in writing.
2. Solve problems by constructing, testing, and defending well-reasoned conclusions by applying relevant criteria.

Outcome 3: Information Literacy and Technological Competency
1. Effectively access, evaluate, synthesize and communicate information using a variety of sources, including print and electronic.
2. Select and use appropriate technology.

Outcome 4: Ethical and Civic Values
1. Display integrity, honesty, and fairness.
2. Use ethical reasoning to analyze moral issues and articulate the consequences of various actions.

Outcome 5: Cultural Diversity and Global Awareness.
1. Demonstrate understanding of cultural diversity and such influences as history, politics, humanities, technology and science on global societies.
2. Recognize assumptions and biases that shape our perceptions.

Outcome 6: Workforce and Interpersonal Skills
1. Collaborate effectively and reliably as part of a team.
2. Apply efficient time and task management.
## Appendix D

### SCANS Skills

<table>
<thead>
<tr>
<th>SCANS Competencies</th>
<th>Outcomes and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Resources</strong></td>
<td></td>
</tr>
<tr>
<td>C1 Allocates Time</td>
<td>All assignments: Assignments due on specific dates, students must complete outside lab assignments on their own time.</td>
</tr>
<tr>
<td>C2 Allocates Money</td>
<td></td>
</tr>
<tr>
<td>C3 Allocates Material &amp; Facility Resources</td>
<td></td>
</tr>
<tr>
<td>C4 Allocates Human Resources</td>
<td></td>
</tr>
<tr>
<td><strong>Interpersonal</strong></td>
<td></td>
</tr>
<tr>
<td>C5 Participates as a Member of a Team</td>
<td>In-class critiques are conducted in small groups. Students must work together to analyze and assess peer work.</td>
</tr>
<tr>
<td>C6 Teaches Others</td>
<td>All Projects: Students will critique the work of others. Students will ask questions and offer specific suggestions for improvement.</td>
</tr>
<tr>
<td>C7 Serves Clients/Custumers</td>
<td>Class Projects: Students must complete projects to meet simulated audience/customer/client needs and requirements.</td>
</tr>
<tr>
<td>C8 Exercises Leadership</td>
<td></td>
</tr>
<tr>
<td>C9 Negotiates to Arrive at a Decision</td>
<td>Project Critiques: Students will receive more than one opinion about how to improve their work and must choose the best course of action to strengthen their work.</td>
</tr>
<tr>
<td>C10 Works with Cultural Diversity</td>
<td></td>
</tr>
<tr>
<td><strong>Information</strong></td>
<td></td>
</tr>
<tr>
<td>C11 Acquires and Evaluates Information</td>
<td>Process notebooks require students to research current trends and art historical sources to inform their own work.</td>
</tr>
<tr>
<td>C12 Organizes and Maintains Information</td>
<td>All projects and exercises: Students will organize material on their personal storage device, as well as on the network server to make all projects easy for instructor to locate.</td>
</tr>
<tr>
<td>C13 Interprets and Communicates Information</td>
<td>All projects: Students will share their projects with others in critique in order to communicate with peers. Overall designs must appropriately communicate the artist’s or the client’s message to audience.</td>
</tr>
<tr>
<td>C14 Uses Computers to Process Information</td>
<td>Most exercises and projects in this class will be completed on the computer.</td>
</tr>
<tr>
<td><strong>Systems</strong></td>
<td></td>
</tr>
<tr>
<td>C15 Understands Systems</td>
<td>All assignments: Students will understand how the delivery system they are working within functions, discuss the options inherent in the medium, and create products demonstrating their ability to use and manipulate the delivery system.</td>
</tr>
<tr>
<td>C16 Monitors and Corrects Performance</td>
<td>Students self-criticize and revise assignments as necessary.</td>
</tr>
<tr>
<td>C17 Improves and Designs Systems</td>
<td></td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td></td>
</tr>
<tr>
<td>C18 Selects Technology</td>
<td>All projects. Over the course of the semester students are presented with a range of technology (such as input and output devices), and must pick from those available to complete projects.</td>
</tr>
<tr>
<td>C19 Applies Technology to Task</td>
<td>All assignments.</td>
</tr>
<tr>
<td>C20 Maintains and Troubleshoots Technology</td>
<td>All assignments: Students will troubleshoot hardware and software issues throughout the semester.</td>
</tr>
<tr>
<td><strong>Basic Skills</strong></td>
<td></td>
</tr>
<tr>
<td>F1 Reading</td>
<td>All assignments: Students will read assigned materials.</td>
</tr>
<tr>
<td>F2 Writing</td>
<td>All projects: Students will write an analysis of their peer’s artwork during project critiquing.</td>
</tr>
<tr>
<td>F3 Arithmetic / Mathematics</td>
<td>All projects: Students will write an analysis of their peer’s artwork during project critiquing.</td>
</tr>
<tr>
<td>F4 Listening</td>
<td>All lectures and projects: Students will listen for instructions, technical and conceptual information, and advice for improving their work during lectures and critiques.</td>
</tr>
<tr>
<td>F5 Speaking</td>
<td>Students will verbalize their observations, inquiries, and opinions during critiques.</td>
</tr>
<tr>
<td><strong>Thinking Skills</strong></td>
<td></td>
</tr>
<tr>
<td>F6 Creative Thinking</td>
<td>All projects: Students will have great latitude in determining subject matter, style, and execution of their work.</td>
</tr>
<tr>
<td>F7 Decision Making</td>
<td>All projects: Students must weigh options such as quality vs. compression, type of input/output, color handling, and formal / conceptual decisions.</td>
</tr>
<tr>
<td>F8 Problem Solving</td>
<td>All projects: Students will use techniques taught in class to solve design and technical problems in projects.</td>
</tr>
<tr>
<td>F9 Seeing Things in the Mind’s Eye</td>
<td>All projects: Students will create pre-development thumbnails, brainstorming maps, and rough sketches to aid in project design and execution.</td>
</tr>
<tr>
<td>F10 Knowing How To Learn</td>
<td></td>
</tr>
<tr>
<td>F11 Reasoning</td>
<td></td>
</tr>
<tr>
<td><strong>Personal Qualities</strong></td>
<td></td>
</tr>
<tr>
<td>F12 Responsibility</td>
<td>All assignments: Students are also expected to adhere to due dates and project scope and requirements.</td>
</tr>
<tr>
<td>F13 Self-Esteem</td>
<td>Students will learn about their strengths during group critiques.</td>
</tr>
<tr>
<td>F14 Social Ability</td>
<td>Class Participation is graded based on an individual’s enthusiasm, curiosity, and community spirit. Class participation is evaluated during lectures, lab times, and particularly during project critiques.</td>
</tr>
<tr>
<td>F15 Self-Management</td>
<td>All assignments: Students will monitor progress to ensure deadlines are met, and to insure concept mastery. Students needing extra assistance are expected to seek help in open lab times, from instructors, or from peers.</td>
</tr>
<tr>
<td>F16 Integrity/Honesty</td>
<td>All assignments: Students are expected to uphold copyright guidelines, the lab policies, and the DCCCD Student Code of Conduct.</td>
</tr>
</tbody>
</table>
Appendix E:
Learning Activities, Outcomes, and Assessment

Activity Number 1.

**Learning Activity:** First Visual Image Creation
Students will create a project following the professor's instructions regarding specifics, formal qualities, techniques, craftsmanship and content.

**Learning Outcomes:**
Students will:
- demonstrate proper grid choices for positioning text and graphics based on a classroom assignment at an 85% level of achievement/proficiency.

**Assessment:**
<table>
<thead>
<tr>
<th>Assessment of Color Choices/Technical Skills</th>
<th>100-90 - A</th>
<th>89-80 - B</th>
<th>79-70 - C</th>
<th>69-60 - D</th>
<th>59 and below - F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>Meets Expectations</td>
<td>Needs Improvement</td>
<td>Below Expectations</td>
<td>Lack of Participatory Effort</td>
<td></td>
</tr>
</tbody>
</table>

**Choice of appropriate grid choices for final project**
- Use proper grid layouts to enhance visual messages
- Use appropriate software technique to control determined output

EEO 2  CCIC 2.3.4  SCANS: C1, F1, C19

Activity Number 2.

**Learning Activity:** Vocabulary Quiz
The student will be given an examination over the vocabulary introduced within this course.

**Learning Outcomes:**
Students will:
- identify the basic terminology and basic concepts relative to graphic design from a course exam at an 80% level of achievement/proficiency.

**Assessment:**
Written examination consisting of fill in the blank, true/false, matching, essay and/or multiple choice answers.

<table>
<thead>
<tr>
<th>Mastery of Information</th>
<th>Solid grasp of information</th>
<th>Some knowledge of information</th>
<th>Little knowledge of information</th>
<th>Lack of knowledge of information</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-90 Mastery of information</td>
<td>89-80 Solid grasp of information</td>
<td>79-70 Some knowledge of information</td>
<td>69-60 Little knowledge of information</td>
<td>59-0 Lack of knowledge of information</td>
</tr>
</tbody>
</table>

EEO 1  CCIC 3.4  SCANS: C14, F7, F8

Activity Number 3.

**Learning Activity:** Final Portfolio Submission
Students will create a portfolio of representative work completed during the semester that shows skill in craftsmanship and presentation.

**Learning Outcomes:**
Students will:
- demonstrate knowledge of professional methods and standards of presentation of artwork (for example: matting, mounting, or printing) from a Portfolio Review at an 85% level of achievement/proficiency.

**Assessment:**
<table>
<thead>
<tr>
<th>Assessment of Craftsmanship / Presentation Skills</th>
<th>100-90 - A</th>
<th>89-80 - B</th>
<th>79-70 - C</th>
<th>69-60 - D</th>
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<td>Lack of Participatory Effort</td>
<td></td>
</tr>
</tbody>
</table>

**NLC Computer Graphics Presentation Standards:**
- Prints are output on appropriate ground (high quality inkjet paper, art paper, etc.)
- No discernable streaks, banding, or other printer/paper related errors are evident
- Work is the correct resolution for print output intended (150 dpi and above)
- Works are presented in an appropriate portfolio-type binder or case.

EEO 1.2.4  CCIC 2.3.4  SCANS: C1, C12, C15, C16, F7, F8, F12, F15