Spring 2015
Visual Design for New Media
ARTC 1359.43400 (3 credit hours)
Online Class
Lab L117 (you may use Lab L117 during open lab hours)
Instructor: Ophelia Eftekhar
Office: L117
E-mail: opheliaeftekhar@dcccd.edu
Phone#: 214-868-2743
Office Hours: By appointment

Course Description: Visual design elements as they relate to new media. Emphasizes aesthetics and visual problem solving such as typographic issues, color management, hierarchy of information, image optimization, and effective layout.

End-of-Course Outcomes: Apply hands-on techniques to solve new media design problems; critique real world examples; develop studio skills that include the preliminary design process; execute the steps of a new media project from initial concept to comprehensive design; and produce client-centered projects within a specified time frame.

Text/Materials:

Text: Links to online tutorials and project files will be posted on blackboard

Software: Adobe Dreamweaver CC, Adobe Photoshop CC, Adobe After Effects CC, Adobe Edge Animate CC and Adobe Illustrator CC will be used.

Handouts: Additional handouts may be required. Instructor will provide information on obtaining this material.

Developmental Courses
The Texas Success Initiative (TSI) is a statewide program designed to ensure that students enrolled in Texas public colleges and universities have the basic academic skills needed to be successful in college-level course work. The TSI requires assessment, remediation (if necessary), and advising of students who attend a public college or university in the state of Texas. The program assesses a student's basic academic skills in reading, writing, and math. Passing the assessment is a prerequisite for enrollment in many college-level classes such as English 1301/1302, History 1301/1302, Math 1414, etc. Students who do not meet assessment standards may complete prerequisite requirements by taking developmental courses in the deficient area and passing them with a grade of C or higher. In some cases retesting will also be required. It is up to each student to be aware and informed about requirements that are subject to change. Additional information is available from the TSI Office. 

Obtaining Final Course Grades Using eConnect

Final Grade Reports are no longer mailed. Convenient access is available online at www.econnect.dcccd.edu. Use your identification number when you log onto eConnect, an online system developed by the DCCCD to provide you with timely information regarding your college record. Your grades will also be printed on your Student Advising Report, which is available in the Admissions Office.

Eastfield College Email Policy

Faculty and students must have and use a DCCCD account for all correspondence relating to academic coursework. For information on setting up a DCCCD student email account go to: http://www.dcccd.edu/netmail/home.html

Grade Scale:

- Total points for the course is 600 points
- 540 - 600 points = A grade (90%-100%)
- 480 - 539 points = B grade (80%-89%)
- 420 - 479 points = C grade (70%-79%)
- 360 - 419 points = D grade (60%-69%)
- Less than 360 points = F grade (Below 60%)

Evaluation Procedures:
<table>
<thead>
<tr>
<th>Weekly Lessons</th>
<th>TOTAL POSSIBLE POINTS</th>
<th>YOUR SCORE</th>
<th>FINAL LETTER GRADE</th>
<th>TOTAL POINTS</th>
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<tbody>
<tr>
<td>Weekly Assignments</td>
<td>Week 1</td>
<td>20</td>
<td>A</td>
<td>90% - 100%</td>
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<td>15 @ 20 points each</td>
<td>Week 2</td>
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<td>B</td>
<td>80% - 89%</td>
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<td>Week 3</td>
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<td>Week 4</td>
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<td>60% - 69%</td>
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<td>Week 5</td>
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<td>TOTAL:</td>
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Attendance Policy:

For online classes: weekly participation on discussion board and submitting weekly assignments and semester projects by the due date shows attendance.

Attendance and participation in all classes, group critiques, and individual meetings is very important. However, three absences will be excused. Each absence, for any reason, beyond three will result in a reduction in the final grade by 1 letter grade. Students are allowed to be late 3 times (including class and individual meetings). Each late arrival beyond three, for any reason, will count as an absence. Attendance will be taken at the beginning of class. If you are late to class, it is your responsibility to notify me of your arrival and verify that your late arrival has been recorded. Arrival beyond 15 minutes after the scheduled time will be recorded as an absence. All late work will drop one full letter grade for each class day it is late. All late work must be turned in during class. An incomplete will be given in only rare cases, and for non-academic reasons.

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.
Financial Aid Statement for Distance Learning Classes

If you are receiving Financial Aid grants or loans and are enrolled in a Distance Learning class, you must show participation in this class prior to the certification date by either e-mailing or contacting the instructor or logging on to eCampus. 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 funds.

Repeating This Course: (Third Attempt to Enroll in a Course)

Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition 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 additional 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. See Third Attempt to Enroll in a Course at: http://www.dcccd.edu/thirdcourseattempt/

Academic Honesty Statement

Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion.

As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog at http://www1.dcccd.edu/cat0506/ss/code.cfm

Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism and collusion. Cheating includes copying from another student's test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the contents of an unadministered test, and substituting for another person to take a test. Plagiarism is the appropriating, buying, receiving as a gift, or obtaining by any means another's work and the unacknowledged submission or incorporation of it in one's own written work. Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. Academic dishonesty is a serious offense in college. You can be given a failing grade on an assignment or test, can be failed for the class, or you can even be suspended from college.

Food and Drink Policy

Food, drinks, and tobacco products are prohibited in Eastfield College classrooms.

ADA Statement

Students with a physical, mental or learning disability who require accommodations should contact the college Disability Services Office in C237. Call 972.860.8348 or email efcdso@dcccd.edu. For more information: http://www.eastfieldcollege.edu/SSI/DSO/index.html
Religious Holidays

Absences for observance of a religious holy day are excused. Notification of the absence must be given to the instructor in writing at least two weeks prior to the date of the holy day. A student whose absence is excused to observe a religious holy day is allowed to contract with the instructor to take a make-up examination or complete an assignment within at a mutually agreed upon time after the absence.

Withdrawal Policy

If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar's Office by April 16 (R). Failure to do so will result in your receiving a performance grade, usually an "F." If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a "W" (Withdraw) in each class dropped. For more information about drop deadlines, refer to the current printed Credit Class Schedule, contact the Admissions/Registrar's Office at 972-860-7167 (Room C119), or contact the division office.

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

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.
Classroom Guide

**Cellphones:** Students are not allowed to use cell phones in the classroom during either lecture or lab time, including sending or receiving text messages, photographs or any other such use. Students needing to use their phones must leave the classroom.

**Audio & Conversations:** Students who are in attendance in the college classroom must use headphones or "carbuds" to listen to any audio from the computers. Such students shall also refrain from talking during lecture, and should speak in a very low volume during lab times so as to not disturb other students.

**Civility:** Objectionable/offensive language, behavior, and viewing of the same will NOT be tolerated, and the student(s) will be asked to leave the classroom/lab.

**Visitors:** No children under the age of 17 are allowed in the classroom at any time. No adult visitors are allowed in the class without permission from the instructor. Open lab hours in L117 are for Digital Imaging students. Students not in the Digital Imaging program should go to the computer lab in L108.

**Food:** NO FOOD IN THE CLASSROOMS (no lunch, snacks, candy... nothing). Eating is only permitted in L116 at the table.

**Drinks:** NO DRINKS ON THE DESKS

Any drinks MUST be in closed, unbreakable containers and MUST be placed on the floor.

**Printer Use:** The printers in L117 & L116 are only to be used for Digital Imaging program class projects, and only those that are specifically assigned to be printed. NO Exceptions.

**Security:** If for any reason, you are the last person to leave either L116 or L117 - even for only two minutes - you MUST lock and close the door behind you. (In other words, no empty open rooms!)

**Course Policies:** Missed Classes: You are responsible for obtaining material, which may have been distributed on class days when you were absent. This can be done through contacting a classmate who was present or by contacting the instructor during his office hours or other times. Missed or late quizzes cannot be made up under any circumstances but with good cause and adequate notice, an early quiz may be given.

Assignments: All assignments are due at 11:59pm on the date due. **Late submission of assignments will be assessed a penalty of 10% per day. No exceptions are made.**

Academic Dishonesty: Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and or expulsion from the University. For more information, refer to the "Academic Dishonesty" policy in the University Undergraduate Catalog.

Need for Assistance: If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it, or which will require academic accommodations, please notify me as soon as possible.

The instructor reserves the right to amend this syllabus as necessary.