Course and Section Number:
ARTC-1359-93401: Visual Design for New Media
ARTC-1359-83433: Visual Design for New Media

Semester:
Spring 2016 Online Flex Term Classes: January 25, 2016 – May 12, 2016

Credit Hours:
3 credit hours

Class Meeting Days and Times:
Class is held online using eCampus: http://ecampus.dcccd.edu/

This class starts online: Wednesday, January 27, 2016 – Wednesday, May 11, 2016. Assignments and announcements will be updated every Wednesday and a class email announcement will also be sent out every Wednesday (appx. Noon)

Room:
Class is held online using eCampus: http://ecampus.dcccd.edu/

Instructor Information:
Instructor's name: Genny Espinosa
E-mail address: gespinosa@dcccd.edu
NOTE: Emails checked: MTWR. (Email messages are only answered during the school week office hours. Friday afternoon and Weekend messages are checked Monday mornings). Please allow a minimum of 24 hours for email message responses.

Richland Work phone: 972-238-6258 (if need to talk or meet, we can make scheduled time arrangements)
Online Office Hours: F-8:00 am – 10:00 am
Office Number: T246 C

Prerequisite:
None

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.

SCANS Skills:
The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills people need to succeed in the world of work. Richland College is determined to prepare you with the knowledge and skills you need to succeed in today’s dynamic work environment. Towards this goal, these workplace competencies and foundation skills have been designed into the curriculum for this course:
• Selects Technology - chooses procedures, tools or equipment including computers
• and related technologies Applies Technology to Task - understands overall intent and proper procedures for setup and operation of equipment
• Creative Thinking - generate new ideas
• Visualize (Seeing Things in the Mind's Eye) - organizes, and processes symbols, pictures, graphs, objects, and other information

Required Lab Hours:
Should a student taking an online class need a computer, the Multimedia lab, T246, has computers available for accessing the on-line Class system, Blackboard.

Multimedia Learning Center Information and Hours of Operation:
The Multimedia Learning Center (972-238-6001) is located in Thunderduck Hall, T246 and is for all currently enrolled Multimedia and Game students to use for Multimedia and Game class work and projects.

Lab assistants and faculty are usually in the lab to answer questions, however multimedia tutoring is not available in the lab.

For the current lab hours, call the Multimedia Learning Center at 972-238-6001.

The other computer labs on campus for credit student use are in Del Rio, D229 and Wichita, WH159.

All Multimedia (credit and continuing education) students must show a Student ID Card to use the lab and check out any equipment. IDs are available at the Office of Student Life in El Paso Hall, E040.

Textbooks:
Required Textbook:
Design Fundamentals for New Media 2nd ed
James Bennett
978-1133131137
Delmar Cengage Learning

Supplies:
Required Supplies for all Courses: headphones and some kind of external storage: jump drives, external hard drives, blank CD-Rs/DVDs or cloud storage like Dropbox.

Digital Camera (optional) Students may only use graphics from their personal collection, smart phone, tablet, scanned or copyright free graphics.

Supplies- SOFTWARE:
Adobe Photoshop. Adobe Photoshop Elements, Gimp (free imaging software) or any digital imaging software may be used. Trial versions are good for 30 days if needed. You will also need access to either Adobe Bridge (bundled with Adobe Photoshop) or Web Album Generator (free – PC only). To upload your files for grading you will need to download FileZilla (free – link on class webpage). A WordPress account will be needed for project critiques, (will give date needed before project 1).

Tentative Course Outline – spring 2016: Visual design for New Media

<table>
<thead>
<tr>
<th>Lecture/Unit</th>
<th>Chapter Read</th>
<th>Discussion</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: (Class Overview)</td>
<td>Chapter 1: Introduction to the nature of new media</td>
<td>Nature of New Media - DB</td>
<td>n/a</td>
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</tbody>
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Grading Procedure:

<table>
<thead>
<tr>
<th>Grading Legend</th>
<th>Points Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>A = 90 - 100</td>
<td>Assignments - 40%</td>
</tr>
<tr>
<td>B = 80 - 89</td>
<td>Discussion Board: 12%</td>
</tr>
<tr>
<td>C = 70 - 79</td>
<td>Attendance - 10%</td>
</tr>
<tr>
<td>D = 60 - 69</td>
<td>Projects - 24%</td>
</tr>
<tr>
<td>F = 0 - 59</td>
<td>Critiques - 6%</td>
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<tr>
<td></td>
<td>Final Exam - 8%</td>
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<tr>
<td></td>
<td>TOTAL - 100%</td>
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PLEASE NOTE! Grade reports are no longer mailed. Convenient access is available online or by telephone. Use your student identification number when you log in to eConnect or call Touch Tone Services. Web Site address: http://econnect.dcccd.edu Telephone number: 972-613-1818.

Academic Calendar:

2016 Spring Multimedia/Game Calendar

Online Flex Term Classes

January 25, 2016 – May 12, 2016
Online Flex Term courses.
MW, TR, MWF, M, T, W, R, F, Spring RCHS classes and Saturday Only courses have a different calendar.

January 18 (M) - Martin Luther King, Jr. Day Holiday.
January 25 (M) - **Saturday Only classes begin.**  
First Saturday the Multimedia Lab will be open.

**February 6 (Sa)** - **12th Class Day for Online Flex Term classes.**  
Last day to drop a course without receiving a "W" grade on transcript.

February 26 (F) - **Faculty Development Day.**  
Friday day classes Will Not Meet. Friday evening and Saturday classes Will Meet.  
The Multimedia Lab WILL be open Friday.

February 27 (Sa) - Saturday and Sunday classes Will Meet.  
The Multimedia Lab WILL BE OPEN Saturday during regular business hours.

March 14 - 20 (M-Su) - **Spring Break.**  
College buildings & offices (including the lab) will be closed for the week.

March 25 - 27 (F-Su) - **Spring Holiday.**  
College buildings & offices (including the lab) will be closed.

**April 18 (M)** - **Last Day to withdraw with a grade of "W" for Online Flex Term classes.**

May 7 (Sa) - Last Saturday Multimedia Lab is open for the semester.

May 12 (R) - **Last day of classes/Final Exam Day for Online Flex Term courses.**  
**Semester Ends.** Last day lab is open for the semester.

**Drop Date:**  
February 6 (Sa) is the last day to drop from this course without receiving an automatic "W" and without the course reflecting on your transcript.

**Withdrawal Date:**  
April 18 (M) is the last day to withdraw from this course with an automatic "W".

**Academic Progress:**  
Students are encouraged to discuss academic goals and degree completion with their instructors. Specific advising is available throughout the semester. Check [7Steps2Success](http://www.richlandcollege.edu/syllabusinfo/institutionPolicies.pdf) for more details.

**Institutional Policies:**  
Institutional Policies including Stop Before You Drop/6Drop, Withdrawals, Repeating a Course, Financial Aid, Academic Honesty, ADA, Religious Holidays, Richland College's Quality Enhancement Plan and the Campus Emergency Operation Plan & Contingency Plan are available at:  

**Assignments and Online Activities Policies:**  
For a traditional class, each student is expected to spend time both in and out of class. Consider that for every hour “in” class, there should be 2-3 hours of “out-of-class” studying. To enhance the interactive class atmosphere online time should be spread out over as many days as possible. Assignments will be sent out by noon on **Wednesdays** (unless I need to notify you of a change in schedule). I will be online through the school week (online office hours are covered in the Instruction section of the syllabus). 

New assignments will be available on eCampus, each **Wednesday** by noon. Students will have an additional week to turn in late assignments pending a submitted email to instructor requesting extra time and completion of work by late deadline. No assignments will be accepted after a final deadline has been determined. The special message is: “The purpose of education is to replace an empty mind with an open one.” Malcolm Forbes
Assignments will only be graded from working Web Gallery links on the student server. Projects will be graded from the student server and uploads to a WordPress Blog. Critiques will be graded from WordPress. It will be the student's responsibility to set up their WordPress account preferences correctly. Students who do not correctly set up WordPress for Projects and/or Critiques will not get credit.

Please check the student server site to confirm all assignment and project links are linked properly. NO ASSIGNMENTS OR PROJECTS WILL BE ACCEPTED FROM EMAIL ATTACHMENTS.

Assignments submitted by the due date, will be graded and posted on the Grade Center by the following Wednesday – noon of the due date. If I am unable to post within a week's time I will let you know. All comments and grade breakdown points will also be posted on eCampus> Course Messages>INBOX. Items which are highlighted in yellow will indicate missing criteria or errors.

Students will have an opportunity to revise or submit missing assignments pending arrangements made with the instructor.

**Attendance Policy:**

While Richland College does not have a formal attendance policy, this course has an attendance policy which is assessed as 10% of your final grade.

Each week will begin with a request to send me an email response letting me know that you received the class announcements for the week, your email will serve as attendance. I will respond with a return email confirming that your attendance has been received.

Class attendance is based on acknowledgement of the weekly class announcement via email- no later than Wednesdays - noon of the following week. If you do not receive the weekly email announcement on Wednesday noon of each week, email me ASAP and please check eCampus immediately for class updates. Your email acknowledgement of having received the weekly assignment will be counted each week, failure to send a weekly email will be counted as an absence. Regular “class attendance” is essential. Statistics have proven that regular class attendance leads to success in online courses.

Your attendance will be listed in the grade book – as A1 for week 1, A2 for week 2, etc. and will have a value of 5 points.

**Web Server Posting Policy:**

The Richland Student Web Server is open to all users of the World Wide Web. Any information students or instructors place in their files is readable by any user of the World Wide Web.

**Computer/Internet Use Policy:**

Currently enrolled Richland College Multimedia and Game students have access to the Multimedia Lab and classroom computers for Multimedia/Game educational and instructional purposes only. Please use the Del Rio Computer Lab (D229) or the Wichita Computer Lab (WH159) for other school-related assignments and non-Multimedia activities.

Students using their own laptops must use the wireless connection in the Thunderduck Hall building and cannot use the Multimedia lab and classroom computer data lines to access the Internet.

You are required to show your Richland Student ID when requested by lab personnel. You are expected to follow lab policies as well as the [Student Code of Conduct](http://www.richlandcollege.edu/conduct/) specified in the catalog. If the link does not work for you (ie: you have a hard copy of the syllabus), copy/type this url into your browser window:

http://www.richlandcollege.edu/conduct/

**Attention Continuing Education Students:**
To receive a certificate for this course, you must make a grade of "C" or higher as a final grade. A grade average of 69% or lower is failing.

Continuing Education will not mail your certificate to you. If you do not receive your certificate the last day of class you will have to pick up your certificate at the Continuing Education Front Desk, T160.

**Multimedia and Game Web Sites:**
http://www.richlandcollege.edu/multimedia
http://www.richlandcollege.edu/game/

The Multimedia Learning Center is part of the Richland College School of Engineering, Business and Technology. Office: Bonham 101 • Phone: 972.238.6210.

**Disclaimer reserving right to change syllabus:**
The instructor reserves the right to amend this syllabus as necessary.

**Student Acknowledgement:**
After you have read the syllabus and have had an opportunity to ask questions, SIGN VIRTUALLY on eCampus. Login to eCampus using your student id preceded by the letter "e".

1. Once you are in eCampus> Click on Access Courses – link
2. Login using your student id preceded by the letter “e”. ex. id- 1234567, login –e1234567, password should be the same as login (unless you have changed it at a previous time)
3. Look for a module box titled COURSES
4. Click on: 2016SP-ARTC1359.93401
5. Once inside the class, click on Syllabus button on the left sidebar
6. PLEASE read through the syllabus and send an email with any questions you may have.
7. Then click on: Student Acknowledgement link at top of page.
8. Read true/false question which states: I have read the syllabus and understand what is required of me in this course. I have had the opportunity to ask the instructor questions about the syllabus.
9. Select TRUE, then click save and submit button – a check will appear in your grade book for completing student acknowledgement

Please download, read and sign this Student Acknowledgement and turn it in to your instructor. Or you can paste this URL into your browser window:
http://www.mmlab2.rlc.dcccd.edu/calendar/StudentAcknowledgement.pdf