COURSE SYLLABUS
ARTS 2311 Design 3-Adv Digital Publishing

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 G325H, look for me in G304-G306

Course Information
Course title: Adv Digital Publishing
Course number: ARTS 2311
Section number: 93400
Credit hours: 3
Class meeting time: Class is held online with course work completed through online assignments.

Course description: The advanced techniques for using digital layout as a primary publishing tool and the intermediate concepts associated with typography and page layout will be covered.

Course Prerequisites:
ARTC 1313 Digital Publishing I or ARTC 1305 Basic Graphic Design. A previous class including Adobe Photoshop and/or Adobe Illustrator is highly recommended as a precursor to this class in digital publishing.

Required Software:
• Annual Subscription to Adobe Creative Cloud - You will need InDesign, Photoshop and Acrobat for this class.
• Microsoft Word or a data processing program for writing progress report

Required Course Materials:
• 8½ x 11 Draft quality paper for brainstorming, thumbnails, and printing/gluing process examples
• Artist quality lead and color pencils and erasers
• USB flash drive (at least one gig) or portable hard drive for transporting your files
• Online cloud storage for making backups of your files

Suggested Course Materials:
• Camera (digital helps)
• Sketchbooks to bring/use in the studio

Required or Recommended Hardware/Software:
Students must have access to a computer (Mac or PC) fast enough to run graphics software, and Adobe InDesign 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 Adobe CC Photoshop and InDesign 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, such as the bookstore and other vendors online.

Course Objectives
This is a hands-on advanced level Computer Graphics class using the software Adobe InDesign CC. At the completion of the course, students will be able to create original, digital, multi-page publications such as magazine/newspaper spreads, brochures, etc., They will also apply the fundamentals of typography and page layout to their designs. Course lectures and projects will cover:
• application of advanced techniques using page layout and typography
• definitions of typographic terminology and specifications
• importing text and graphics into page layout programs
• critical analysis of design work, as well as the work of peers.
<table>
<thead>
<tr>
<th>Learning Activity</th>
<th>Learning Outcomes</th>
<th>Means of Assessment</th>
<th>SCANS*</th>
</tr>
</thead>
</table>
| **Individual Projects:** Individual Projects: The student is responsible for four digital projects created using photos, scans or drawings of your choosing. After working through a number of book assignments, you will be given the freedom to make your own art. 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 a 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. | • Demonstrate an ability to use hardware associated with digital publishing.  
• application of fundamentals of page layout and typography  
• definition of typographic terminology and specifications  
• importing text and graphics into page layout programs  
• discussion of file formats and file management.                                                                 | The projects will be critiqued by your peers and instructor and will be graded on a letter scale from one these criteria: preliminary work folder (10%)  
following directions (10%)  
technical skill (30%)  
design quality (40%)  
and effort (10%).                                                                 | SCANS: C12, C14, C19, F7, F8 |
| **Critiques:** Participation in group and individual critiques of student projects. The students will make notes on a 'critique sheet' that will be turned in at the completion of the activity to verify participation. | • Become more aware of the principles governing page layout and typography.  
• definition of typographic terminology and specifications  
• Demonstrate the ability to analyze, interpret, and make value judgments about digital publications. | 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. | SCANS: C9, C16, F4, F5, F14 |
| **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 basic half-tone theory in production of images  
• 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%) | 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 | SCANS: C9, C16, F4, F5, F14 |

*See Appendix B for SCANS Skills*
**Evaluation Procedures / Exams and Assignments**

**Expectations:** As this is a class with an online component, there are required online study materials and activities that are available on eCampus for the entire semester and accessible almost 24/7. Therefore, access to a computer with Internet access and updated software are required. If a student does not have a home computer or Internet, such options as the Student Resource Center located in the North Lake Library or at a local public library are available. Students may also search for other locations with such services. 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. *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>
</tr>
</thead>
<tbody>
<tr>
<td>Book Lessons</td>
<td>8 lessons taken from the book. 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%) 20%</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%) 20%</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%) 20%</td>
</tr>
<tr>
<td>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>Following Assignment Directions (20%) Technique / Skills / Use of Media (20%) Craftsmanship (20%) Formal Design (20%) Content / Expression / Original Application of Idea (20%) 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% • 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>Total</td>
<td>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 100-90</th>
<th>B 89-80</th>
<th>C 79-70</th>
<th>D 69-60</th>
<th>F &lt; 60</th>
<th>I Incomplete</th>
</tr>
</thead>
<tbody>
<tr>
<td>excellent</td>
<td>good</td>
<td>passing</td>
<td>poor</td>
<td></td>
<td>An incomplete grade of “I” may be given when an unforeseen emergency prevents you from completing the work in a course. An incomplete contract can only be written for courses where the student has completed a majority (70%) of the coursework before the emergency issue occurs. 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”.</td>
</tr>
</tbody>
</table>
Attendance

1. Attendance is important and required in this class. The student is expected to complete each online assignment using either their own computer or the computers at NLC.
2. You are responsible for logging into the classroom at least twice a week. Your time inside the classroom will NOT be monitored, but your login sessions WILL.
3. As a standard method of protocol, assignments are either posted (by me) or DUE (by you) at least once a week.
4. You are not required to enter the classroom on any certain day or time unless an assignment is DUE.
5. Your attendance is based on your assignment submissions. You will have at least one assignments per week to submit and one online lecture to download and watch.
6. Online lectures may or may not occur every week, please check the schedule for the online lecture dates.
7. Just to make sure we are all on the same page with class dates:
   8. Day 1 Tuesday, Assignments posted (by me) on Tuesday are DUE (by you) by 12:00 midnight on the following Sunday.
   9. Day 2 Thursday, Lectures posted (by me) are expected to be downloaded and watched (by you) by 12:00 midnight on the following Sunday.
   10. Cut off time: 12:00 midnight depending on the assignment. Any work submitted after the cut off time will suffer a 5 points deduction for each day late.

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!

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.

Requirements of the Americans With Disabilities Act

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.

Drop Policy

If you are unable to complete this course, you must officially withdraw by Check e-Connect for dates. Withdrawing 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.
# Course Outline: Adv. Digital Publishing

<table>
<thead>
<tr>
<th>Week</th>
<th>LECTURE</th>
<th>PROJECTS</th>
<th>TECHNOLOGY ASSIGNMENTS</th>
</tr>
</thead>
</table>
| 1    | Login to eCampus >  
|      |    Click on START HERE >  
|      |    Read all info in START HERE  
|      |    Click on SYLLABUS > Read  
|      |    Click on COURSEWORK Button >  
|      | eCampus Introduction  
|      | Getting Started with course materials  
|      | Read Project 1 Handout | Purchase Adobe Classroom in a Book (CIB)  
|      | InDesign CC (2015 release)  
|      | WK 1 CIB Assignment  
|      | Chapter 2  
|      | • Getting to Know InDesign  
|      | Discussion Assignment  
|      | • Discussion on famous designer  
|      | DUE 2/7/16 by midnight |
| 2    | WK2 Online Lecture  
|      | (Download eCampus recorded lecture from instructor)  
|      | • InDesign Classroom  
|      | Activities Overview  
|      | • Setting up book pages in InDesign  
|      | WK3 - Project 1 Progress Report  
|      | • post ideas of labels design for the book project  
|      | DUE 2/21/16 by midnight | WK2 CIB Assignment  
|      | Chapter 3  
|      | • Setup documents & pages  
|      | Chapter 4  
|      | • Working with objects  
|      | DUE 2/14/16 by midnight |
| 3    | WK3 Online Lecture  
|      | (Download eCampus recorded lecture from instructor)  
|      | • Typography lecture  
|      | WK3 - Project 1 Progress Report  
|      | • Working with typography  
|      | DUE 2/21/16 by midnight | WK3 CIB Assignment  
|      | Chapter 7  
|      | • Working with typography  
|      | Chapter 8  
|      | • Working with color  
|      | DUE 2/21/16 by midnight |
| 4    | WK4 Online Lecture  
|      | (Download eCampus recorded lecture from instructor)  
|      | • Creating dynamic layouts  
|      | WK4 - Project 1 Progress Report  
|      | • Post progress on Phases 1, 2 & 3  
|      | DUE 2/28/16 by midnight | WK4 CIB Assignment  
|      | Chapter 10  
|      | • Importing & modifying graphics  
|      | DUE 2/28/16 by midnight |
| 5    | WK5 Online Lecture  
|      | (Download eCampus recorded lecture from instructor)  
|      | • Critiques  
|      | WK5 - Project 1 Critique Report  
|      | • Post progress on Phases 4, 5 & 6  
|      | • DUE 3/6/16 by midnight | SPRING BREAK - March 13 - 20, 2016, NO CLASS |
| 6    | WK6 Online Lecture  
|      | (Download eCampus recorded lecture from instructor)  
|      | • Critiques  
|      | WK6 - Project 1 Progress Report  
|      | • Post progress on Phases 7 & 8  
|      | DUE 3/27/16 by midnight | WK7 CIB Assignment  
|      | Chapter 15  
|      | • Creating a fixed layout ePUB  
|      | DUE 4/3/16 by midnight |
| 7    | WK7 Online Lecture  
|      | (Download eCampus recorded lecture from instructor)  
|      | • Making an eBook of Project 1  
|      | • How to package a project  
|      | WK7 - Project 2 Progress Report  
|      | • Post progress Cover design, TOC, section pages  
<p>|      | DUE 4/3/16 by midnight |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>LECTURE</th>
<th>PROJECTS</th>
<th>TECHNOLOGY ASSIGNMENTS</th>
</tr>
</thead>
</table>
| 8    | WK8 Online Lecture  
(Download eCampus recorded lecture from instructor)  
• Overview of Project 2 | WK8 - Project 2 Progress Report  
• Final DUE for Project 1  
DUE 4/10/16 by midnight | |
| 9    | WK9 Online Lecture  
(Download eCampus recorded lecture from instructor)  
• How to setup folded brochure lecture | WK9 - Project 2 Progress Report  
• Post sketchwork and brochure and postcard ideas  
DUE 4/17/16 by midnight | |
| 10   | WK10 Online Lecture  
(Download eCampus recorded lecture from instructor)  
• Working with photos | WK10 Project 3 Progress Report  
• Post Q & A on Project 2 DUE in discussion  
DUE 4/24/15 by midnight | |
| 11   | WK11 Online Lecture  
• How to design postcards | WK11 Project 3 Progress Report  
• Post development of folded brochures for peer critique  
POST WORK DUE 4/29/16 by midnight  
CRITIQUE DUE 5/1/16 by midnight | |
| 12   | WK12 Online Lecture  
(Download eCampus recorded lecture from instructor)  
• Portfolio Preparation Handout Review | WK12 Project 3 Progress Report  
• Post postcard designs progress files for instructor feedback  
DUE 5/3/15 by midnight | |
| 13   | WK13 Online Lecture  
(Download eCampus recorded lecture from instructor)  
• Preparing for finals week | WK13 Prepare Final Portfolio  
• Working on project revisions and final portfolios  
• Vocabulary Quiz Opens  
• DUE 5/12/16 by midnight | |
| 14   | Finals May 9 - 12, 2016  
WK14 ALL FINAL WORK COMPLETE  
• Final portfolio PDF  
• Complete Vocabulary Quiz  
• DUE 5/12/16 by midnight | |
## Appendix B
### 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/Customers</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-critique 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 critiques.</td>
</tr>
<tr>
<td>F3 Arithmetic / Mathematics</td>
<td></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 insure 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 C
### Learning Activities, Outcomes, and Assessment

#### Activity Number 1.

<table>
<thead>
<tr>
<th>Learning Activity: First Visual Layout Creation</th>
<th>Learning Outcomes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will create a project following the professor's instructions regarding specifics, formal qualities, techniques, craftsmanship and content.</td>
<td>Students will:</td>
</tr>
<tr>
<td></td>
<td>• achieve an 85% level of proficiency for designing an advanced visual layout from a Course Assignment.</td>
</tr>
</tbody>
</table>

**Assessment:**

<table>
<thead>
<tr>
<th>Assessment of Design Aesthetic</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 color choice for final project:**
- Use design principles to create a visual layout
- Use typography design and type specifications to create legible type setting
- Use appropriate software technique to control determined output

SCANS: C1, F1, C19

#### Activity Number 2.

<table>
<thead>
<tr>
<th>Learning Activity: Type and Image Usage</th>
<th>Learning Outcomes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The student will balance type and images visually to create an advanced layout design.</td>
<td>Students will:</td>
</tr>
<tr>
<td></td>
<td>• identify the balance of type and image in a digital layout from a course assignment at an 85% level of achievement/proficiency.</td>
</tr>
</tbody>
</table>

**Assessment:**

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

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

SCANS: C14, F7, F8

#### Activity Number 3.

<table>
<thead>
<tr>
<th>Learning Activity: Final Portfolio Submission</th>
<th>Learning Outcomes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will create a portfolio of representative work completed during the semester that shows skill in craftsmanship and presentation.</td>
<td>Students will:</td>
</tr>
<tr>
<td></td>
<td>• 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.</td>
</tr>
</tbody>
</table>

**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>
<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>

**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.

SCANS: C1, C12, C15, C16, F7, F8, F12, F15