COURSE SYLLABUS: FALL 2017 – 13 weeks / September 5 – December 5
(Providing Graduating Students the ability to add course materials to a final portfolio)

This course syllabus is intended as a set of guidelines for (Course). 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:
Toni Schuster, MFA
Availability via email: Tschuster@dcccd.edu

Course Information:
Visual Design for New Media ARTC 1359
Section number: 71701
Credit hours: 3

Weekly Materials / Assignments: Posted on Mondays
Materials Due: Sundays by 11:59pm

Students are expected to complete each lab assignment using either their own computer or the computers at North Lake College. Get familiar with the current open lab schedule.

Course description: THIS SECTION IS NOT A CODING COURSE. Emphasis on aesthetics and visual problem solving such as typographic issues, color management, hierarchy of information, image optimization and effective layout for web and mobile vehicles. Students will redesign and produce electronic color comps (.pdfs or .jpgs) for an existing web site, a mobile device and a banner ad. This class will expound upon previously learned knowledge of Adobe® Illustrator and Photoshop.

Note: Online lessons and lectures will be presented via video using a Mac computer platform.

Course prerequisites: Experience with Adobe Illustrator® and Photoshop®

Required Materials:
ISBN: 978-0-133-98703-4 (If you purchase the 2017 version of the text – both texts have same content – just on different pages.

Recommended Materials: Materials that will assist your learning, subscription to Lynda.com

Course Objectives:
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.

Specific Course Learning Outcomes:
Upon successful completion of this course, students will be able to:
• Design materials that meet the requirements of the website aesthetic standards
• Understand the importance of wire framing, adding Notes, Labels and Gestures
• Gain knowledge on how to define and apply user personas to a new media design
• Create a well designed comp/prototype for a website, mobile device and banner ad
• Gain creative problem-solving skills and organized work process
• Have an opportunity to increase knowledge by using the different softwares

Evaluation Procedures:
Each student has the opportunity to earn 1000 points total. Assignments and exercises will be allocated “points” that follow a pre-set rubric that explains and identifies expectations. Points will vary from week to week and assignments/exercises depending on complexity of project. Student will see a letter grade (A, B, C, D, F) for each effort that corresponds to the points, however the overall points earned will determine a final grade. Rubric criteria may include the following:
- **Design Impact & Aesthetics** - does the design follow solid design principles?
- **Effective Communication** - does the design clearly achieve its purpose & communicate the intended message?
- **Completed Technical Objectives** - did student achieve the technical objectives for the assignment? DID THE STUDENT FOLLOW DIRECTIONS?

**Final Grade Calculation:**
A (900-1000 pts), B (800-899 pts), C (700-799 pts), D (600-699 pts), F (less than 600 pts)

**Grade Requirements:**
Following the criteria below:
A = Excellent work that goes above the minimum requirements. Showed innovation, creativity, and polished work.
B = Good Work. All requirements met. Strong understanding of the objectives and material are demonstrated.
C = Satisfactory Work. Student met minimum requirements but more attention to assignment details needed.
D = Missing requirements and unsatisfactory solutions.
F = Unacceptable work, minimum requirements missing; little or no effort evident in assignment.

**Expectations: (subject to change as instructor sees fit to meet learning outcomes)**
- Preliminary website wireframe layouts/comps
- Completion of 2-3 page Website electronic comp design with UI/UX notations for a pre-determined client
- 2+ designed support pieces to website such as a banner ad and smartphone website
- Completion of reading, terminology materials and research requests as assigned
- Successful completion of 2-3 quizzes - design and web design terminology
- Participation and completion of assignments as requested & apparent effort
- Only submit requested project files. **Saved in the format and named as assigned**
- Save work in progress: External storage (jump drive/thumb drive)
- Complete and deliver assignments on time

**Be Resourceful**
- Discover other applications and online locations that show multimedia work. One of the most important skills a "multimedia" designer can have is the ability to switch back and forth between several programs.

**Assignments**
- **Late Work:** ONE LATE PROJECT ALLOWED. Submitted within one week of due date
- Additional late work - 0 points
- Projects must be saved in the file format, named and submitted as assigned
- Many of the assignments will be building blocks for the following assignment and to be revised as needed for the final presentation of materials. In other words, it is crucial that you stay up to date with assignments!

- **You are responsible on finding ways to complete your assignments.**
  - If you have questions ...ask your peers in the DISCUSSION area, as well as asking me. Remember, you might help someone answer a question who at some point in the future becomes your boss! Or better yet, becomes a valuable employee for you! In our ever changing world you cannot be an island.
  - **NOTE:** As a design professional and adjunct for DCCCD your instructor for the course is not available 24/7. It is imperative that students review the assignments as they are opened on Mondays. Questions can then be answered by mid-week – with time to complete assignments. **DO NOT WAIT UNTIL SATURDAY OR SUNDAY TO ASK QUESTIONS AND/OR BEGIN THE ASSIGNMENTS.**
  - Know your grades. Any question about a grade must be discussed with instructor by the following week’s class. After that, no grade changes will be made.

**Participation Policy:** Following assignment due dates is crucial to be successful in this class.
Visual Design for New Media: Demonstrations and Instruction on Mac

Course overview (material presented may change to meet learning outcomes and semester breaks)

Week 1: Introductions
Design Terminology
Review of terms used in print and interactive design

Discuss the importance understanding the language of graphic and web design. Not only in communicating with colleagues but with clients. This is an important element of being a design professional. Although some of this should be review, students are quizzed week 2 on both old and new material presented week 1.

Week 2: Illustrator® Basics and Web Terminology
- Quiz #1
- Students will complete an exercise that reviews Illustrator® tools
- Review of Web Terminology for Quiz #2

Week 3: Information Architecture
- Quiz #2
- Students will explore the importance of researching a company in order to develop the navigation and overall user experience of a website
- Understanding and organizing content for a successful interactive experience is crucial. Students will have the opportunity to categorize elements for companies with simple and complex website needs

Week 4: Building Wireframes in Illustrator®
This exercise emphasizes the importance of using guides and precision when comping a wireframe.

Weeks 5: Building Wireframes in Illustrator® and adding Labeling / Notes / Annotations
This exercise emphasizes the importance of using guides and adding clear communication - UI/UX.

Weeks 6: Catch up on Reading and - Quiz #3 on reading to date

Week 7: Applying new imagery to an existing website to promote a specific theme

Week 8 - 10: Applying new imagery to an existing website to promote a new and specific theme
- Using Illustrator® or Photoshop® new imagery is to be searched and used to support a new theme.
- Compiling all parts of the existing site is expected including typography areas.

Creating Color Comps
- Adobe Photoshop® will not be covered. It will be the responsibility of the student to learn tools.

Week 11 – 12: Mobile Device / Smartphone Design: Color Comps and labeling, gestures
This assignment will explore how to modify a traditional online website to work in a reduced size environment. Decisions will be made as to the user experience in this simplified environment and an examination of the effectiveness of the informational hierarchy will be discussed.

Week 13: Banner Ad design / Final Presentation of materials to instructor

Weeks 14: Graduating Students can use materials for their portfolio
VISUAL AND PERFORMING ARTS DIVISION
Office Hours: 8:00 a.m. – 6:00 p.m. Mon-Thu,
8:00 a.m. - 4:30 p.m. Fri
Location: L129, Telephone: 972-273-3560

INSTITUTIONAL POLICIES

DCCCD EMERGENCY OPERATING PROCEDURES
http://video.dcccd.edu/rtv/DO/emergency_dcccd.wmv

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.

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 study 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.

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.

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.

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

STUDENT AND EMPLOYEE RIGHTS AND RESPONSIBILITIES:
District is committed to creating an educational and work environment free from use or distribution of illicit drugs or abuse of alcohol. The college district prohibits the unlawful possession, use or distribution of illicit drugs and alcohol by students and employees on its property or as part of any of its activities. Information and confidential referrals concerning counseling and treatment programs for drug and alcohol abuse may be obtained from any counseling and/or advisement center, health center or location Human Resources office. More information about the Drug Free Schools and Communities Act is included in the 2016-2017 Student and Employee Rights and Responsibilities brochure. Also included is information about
bacterial meningitis vaccination requirements, DCCCD's Student Code of Conduct and notice on hazing, Title IX and campus sexual assault, and student rights under the Family Educational Rights and Privacy Act (FERPA).

**FINANCIAL AID ATTENDANCE AND PARTICIPATION REQUIREMENTS**

**FACE-TO-FACE ON-CAMPUS CLASSES**

You must attend and participate in your on-campus in order to receive federal financial aid. Your instructor is required by law to validate your attendance in your on-campus in order for you to receive financial aid. You must participate in an academic related activity pertaining to the course such as but not limited to the following examples:

- initiating contact with your instructor to ask a question about the academic subject studied in the course;
- submitting an academic assignment;
- taking an exam;
- completing an interactive tutorial;
- participating in computer-assisted instruction;
- attending a study group that is assigned by the instructor;
- or participating in an online discussion about academic matters relating to the course.

**ONLINE CLASSES**

In an online class, simply logging in is not sufficient by itself to demonstrate academic attendance. You must demonstrate that you are participating in your online class and are engaged in an academically related activity. Your instructor is required by law to validate/certify your attendance in your online course(s) in order for you to receive financial aid. To meet the attendance requirement, you must

- attend and participate in your online course(s) prior to the course certification date and continue beyond the course withdrawal date.
- participate in an academic related activity pertaining to the course such as but not limited to the following examples:
  - initiating contact with your instructor to ask a question about the academic subject studied in the course; submitting an academic assignment;
  - taking an exam;
  - completing an interactive tutorial;
  - participating in computer-assisted instruction;
  - attending a study group that is assigned by the instructor;
  - or participating in an online discussion about academic matters relating to the course.

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](http://www.fafsa.ed.gov)
COUNSELING SERVICES (A311)

Counseling services for personal issues are provided to all students currently enrolled at North Lake College at NO CHARGE. These services are provided by licensed professionals who are bound by confidentiality (within ethical parameters). 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 A311.

For additional information, go to:
http://northlakecollege.edu/services-and-resources/health-and-wellness/counseling-services/Pages/default.aspx

THE ACADEMIC SKILLS CENTER (ASC)

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

- An ESOL lab with computer access.
- Free tutoring for students enrolled in Foreign Language courses.
- The iRead Lab offers individual and small group tutoring, as well as workshops, to help current students improve their reading, study, and test taking skills.
- The Writing Center to help students clarify writing tasks, understand instructors’ requirements, develop and organize papers, explore revision options, detect grammar and punctuation errors, properly use and document sources, 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.
  o After logging on to eCampus, click on the Community Tab at the top.
  o Type “Owl” in the search field and click “Go.”
  o Next, click on the double drop-down arrows next to “NLC-OWL2,” and then click on “Enroll.”
  o Once enrolled, students can receive services from the OWL.
- The Blazer Internet Lounge with 12 computers, additional open seating, and WiFi Internet access.

For more information or to schedule a tutoring appointment, come by A-332 or call 972-273-3089.

TESTING CENTER (A 425)

Monday-Thursday: 8:30 a.m. – 8:00 p.m.
No tests will be issued after 7:00 p.m. Other cut-off times may be in effect for specific exams by the instructor’s direction. All exams collected at 8:00 p.m.
Friday-Saturday: 8:30 a.m.-3:30 p.m.
No tests will be issued after 2:30 p.m. Other cut-off times may be in effect for specific exams by the instructor’s direction. All exams collected at 3:30 p.m.
Sunday – CLOSED

If you instructor requires you to complete an exam in the Testing Center, be sure to have the following information when you request you test:
1. Instructor’s name
2. Subject, course number, and section number (exp: Speech 1311.7011)
3. Exam number (1st, 2nd, 3rd, etc.)
4. Exam deadline (Get this information from your instructor. The testing staff cannot look up this information on computers).
You should also bring the following supplies:

1. Pencil
2. Scantron answer sheet
3. A Test Request Form must be completed before entering the Testing Center.
5. Government or school issued photo identification is required & enforced.

You may not bring personal items into the Testing Center. This includes bags, cell phones, pagers.

Please show courteous and cooperative behavior while using the services provided by the Testing Center.

DO NOT bring children to the Testing Center. You must make arrangements for the care of your children prior to your exam date. The police department will be notified of any unattended children.

DO NOT take any testing materials with you when you leave the Testing Center. This includes the test, answers, charts, scratch paper. These items will be attached to your test.

Questions? Please visit the Testing Center (A 425) or call 972-273-3160.

DCCCD OIE FACULTY SYLLABI STATEMENT- FALL 2016

The Office of Institutional Equity, in coordination with DCCCD colleges, has the primary responsibility for reviewing, updating and implementing compliance policies and procedures. The Institutional Equity and Compliance Officer and the Office of Institutional Equity will ensure compliance with College District policies, federal and state laws related to sexual assault, Title IX, Title II (Americans with Disabilities Act) and the Military Veterans Full Employment Act to support diversity and inclusion.

REQUIREMENTS 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](http://www.northlakecollege.edu/resources/disability.html)

STUDENTS WITH DISABILITIES

If you are a student with a disability and/or special needs, or if you think you may have a disability, please contact the college Disability Services Office (DSO). Please note that all communication with DSO is confidential. If you are eligible for accommodations, please provide or request that the DSO send your accommodation letter to me as soon as possible (students are encouraged to contact DSO at the beginning of the semester). For more information regarding the College Disability Services Office, please visit the Student Services website: dcccd.edu/DSO Offices or contact DCCCD Office of Institutional Equity at (214) 378-1633.

College Disability Services Offices

Brookhaven 972-860-4673
Cedar Valley 972-860-8119
Eastfield 972-860-8348
El Centro 214-860-2411
Mountain View 214-860-8677
North Lake 972-273-3165
Richland 972-238-6180
A NOTE ON HARASSMENT, DISCRIMINATION AND SEXUAL MISCONDUCT

We are committed to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX and DCCCD policy prohibit harassment, discrimination and sexual misconduct. If you encounter harassment, sexual misconduct (sexual harassment, sexual assault, stalking, relationship violence, stalking), retaliation or discrimination based on race, color, religion, age, national origin, disability, sex, sexual orientation, gender identity, and/or gender expression, please contact your College Title IX Coordinator or the Office of Institutional Equity. We treat this information with the greatest degree of confidentiality possible while also ensuring student welfare and college safety.

We are concerned about the well-being and development of our students, and are available to discuss any concerns. There are both confidential and non-confidential resources and reporting options available to you. If students wish to keep the information confidential, please contact the college Counseling or Student Health Services. As required by DCCCD policy, incidents of discrimination and/or sexual misconduct shared with faculty will be reported to the College Title IX Coordinator or District Title IX Coordinator. The Title IX Coordinator will contact the student and determine if further investigation is needed. For more information about policies, resources or reporting options, please contact your college Title IX Coordinator or visit www.dcccd.edu/titleIX.

**College Title IX Coordinators**

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<thead>
<tr>
<th>Location</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Brookhaven</td>
<td>Terri Edrich</td>
<td><a href="mailto:TitleIX-BHC@dcccd.edu">TitleIX-BHC@dcccd.edu</a></td>
<td>972-860-4825</td>
</tr>
<tr>
<td>Cedar Valley</td>
<td>Grenna Rollings</td>
<td><a href="mailto:TitleIX-CVC@dcccd.edu">TitleIX-CVC@dcccd.edu</a></td>
<td>972-860-8181</td>
</tr>
<tr>
<td>Eastfield</td>
<td>Rachel Wolf</td>
<td><a href="mailto:TitleIX-EFC@dcccd.edu">TitleIX-EFC@dcccd.edu</a></td>
<td>972-860-7358</td>
</tr>
<tr>
<td>El Centro</td>
<td>Shanee’ Moore</td>
<td><a href="mailto:TitleIX-ECC@dcccd.edu">TitleIX-ECC@dcccd.edu</a></td>
<td>214-860-2138</td>
</tr>
<tr>
<td>Mountain View</td>
<td>Regina Garner</td>
<td><a href="mailto:TitleIX-MVC@dcccd.edu">TitleIX-MVC@dcccd.edu</a></td>
<td>214-860-8561</td>
</tr>
<tr>
<td>North Lake</td>
<td>Rosemary Meredith (acting)</td>
<td><a href="mailto:TitleIX-NLC@dcccd.edu">TitleIX-NLC@dcccd.edu</a></td>
<td>972-860-3992</td>
</tr>
<tr>
<td>Richland</td>
<td>Bill Dial</td>
<td><a href="mailto:TitleIX-RLC@dcccd.edu">TitleIX-RLC@dcccd.edu</a></td>
<td>972-238-6386</td>
</tr>
<tr>
<td>Dallas Colleges Online</td>
<td>Le’Kendra Higgs</td>
<td><a href="mailto:TitleIX-LEC@dcccd.edu">TitleIX-LEC@dcccd.edu</a></td>
<td>972-669-6672</td>
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**District Title IX Coordinator**

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<thead>
<tr>
<th>Office of Institutional Equity</th>
<th>LaShawn Grant</th>
<th>Email</th>
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<tr>
<td></td>
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<td><a href="mailto:TitleIX-District@dcccd.edu">TitleIX-District@dcccd.edu</a></td>
<td>214-378-1633</td>
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<tr>
<td>SCANS Competencies</td>
<td>Outcomes and Activities</td>
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<td><strong>Resources</strong></td>
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<td>C1 Allocates Time</td>
<td>All assignments: Assignments due on specific dates, students must complete outside lab assignments on their own time.</td>
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<td>C2 Allocates Money</td>
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<td>C3 Allocates Material &amp; Facility Resources</td>
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<td>C4 Allocates Human Resources</td>
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<td><strong>Interpersonal</strong></td>
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<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>
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<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>
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<td>C7 Serves Clients/Customers</td>
<td>Class Projects: Students must complete projects to meet simulated audience/customer/client needs and requirements.</td>
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<td>C8 Exercises Leadership</td>
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<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>
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<td>C10 Works with Cultural Diversity</td>
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<td><strong>Information</strong></td>
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<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>
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<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>
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<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>
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<td>C14 Uses Computers to Process Information</td>
<td>Most exercises and projects in this class will be completed on the computer.</td>
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<td><strong>Systems</strong></td>
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<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>
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<td>C16 Monitors and Corrects Performance</td>
<td>Students self-critique and revise assignments as necessary.</td>
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<td>C17 Improves and Designs Systems</td>
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<td><strong>Technology</strong></td>
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<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>
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<td>C19 Applies Technology to Task</td>
<td>All assignments.</td>
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<td>C20</td>
<td>Maintains and Troubleshoots Technology</td>
<td>All assignments: Students will troubleshoot hardware and software issues throughout the semester.</td>
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</table>

**Basic Skills**

<table>
<thead>
<tr>
<th>F1</th>
<th>Reading</th>
<th>All assignments: Students will read assigned materials.</th>
</tr>
</thead>
<tbody>
<tr>
<td>F2</td>
<td>Writing</td>
<td>All projects: Students will write an analysis of their peer’s artwork during project critiques.</td>
</tr>
<tr>
<td>F3</td>
<td>Arithmetic / Mathematics</td>
<td></td>
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<tr>
<td>F4</td>
<td>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</td>
<td>Speaking</td>
<td>Students will verbalize their observations, inquiries, and opinions during critiques.</td>
</tr>
</tbody>
</table>

**Thinking Skills**

<table>
<thead>
<tr>
<th>F6</th>
<th>Creative Thinking</th>
<th>All projects: Students will have great latitude in determining subject matter, style, and execution of their work.</th>
</tr>
</thead>
<tbody>
<tr>
<td>F7</td>
<td>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</td>
<td>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</td>
<td>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>
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<tr>
<td>F10</td>
<td>Knowing How To Learn</td>
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<tr>
<td>F11</td>
<td>Reasoning</td>
<td></td>
</tr>
</tbody>
</table>

**Personal Qualities**

<table>
<thead>
<tr>
<th>F12</th>
<th>Responsibility</th>
<th>All assignments: Students are also expected to adhere to due dates and project scope and requirements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>F13</td>
<td>Self-Esteem</td>
<td>Students will learn about their strengths during group critiques.</td>
</tr>
<tr>
<td>F14</td>
<td>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</td>
<td>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</td>
<td>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>
<tr>
<td>Learning Activity</td>
<td>Learning Outcomes</td>
<td>Assessment Rubric</td>
</tr>
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<tr>
<td>Students will create website and supporting material prototypes</td>
<td>All students at the Visual Design for New Media course level will create wireframes for a basic web design and color comprehensives using Adobe Illustrator® or Photoshop®. Software capabilities will be taken into consideration from a Course Assignment at an 85% level of achievement.</td>
<td>Students will present prototypes to instructor and to class for critique. Project will be graded by instructor. Students will have the opportunity to revise their initial effort and submit with their final composite of projects.</td>
</tr>
<tr>
<td>Students will design a Smartphone website layout using labeling, gestures and notes to communicate</td>
<td>All students at the Visual Design for New Media course level will create a basic design and page setup using UI/UX Labeling, Gestures and Notes from a Course Assignment at an 85% level of achievement.</td>
<td>Students will present prototypes to instructor and to class for critique. Project will be graded by instructor. Students will have the opportunity to revise their initial effort and submit with their final composite of projects.</td>
</tr>
<tr>
<td>Students will design a banner ad with basic animation</td>
<td>All students at the Visual Design for New Media course level will create a banner ad using basic animation from a Course Assignment at an 85% level of achievement.</td>
<td>Students will present prototypes to instructor and to class for critique. Project will be graded by instructor. Students will have the opportunity to revise their initial effort and submit with their final composite of projects.</td>
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