BASIC GRAPHIC DESIGN
ARTC 1305-43961 (3 credit hours)
Spring 2019

Instructor: Sydnie Montgomery
email: symontgomery@dallasisd.org

COURSE DESCRIPTION
Graphic design with emphasis on the visual communication process. Topics include basic
terminology and graphic design principles.

END-OF-COURSE OUTCOMES
Define basic design terminology; apply the design process using graphic design principles; and
demonstrate the use of design tools and equipment.

TEXTBOOKS AND OTHER COURSE MATERIALS


DATA FILES
All files required will be available on Blackboard.

SOFTWARE
A current browser, such as Chrome or Firefox, or Safari Mac operating systems will be used.

Additional handouts may be required. Instructor will provide information on obtaining this material.
Students who successfully complete this course will meet The Secretary’s Commission on Achieving Necessary Skills (SCANS), which was asked to examine the demands of the workplace and whether today’s young people are capable of meeting those demands. [http://wdr.doleta.gov/SCANS/whatwork/] for more information on SCANS.

**COMPETENCIES** - effective workers can

- Resources - allocating time, money, materials, space, and staff;
- Interpersonal Skills - working on teams, teaching others, serving customers, leading, negotiating, and working well with people from culturally diverse backgrounds;
- Information - acquiring and evaluating data, organizing and maintaining files, interpreting and communicating, and using computers to process information;
- Systems - understanding social, organizational, and technological systems, monitoring and correcting performance, and designing or improving systems;
- Technology - selecting equipment and tools, applying technology to specific tasks, and maintaining and troubleshooting technologies.

**THE FOUNDATION** - competence requires:

- Basic Skills - reading, writing, arithmetic and mathematics, speaking, and listening;
- Thinking Skills - thinking creatively, making decisions, solving problems, seeing things in the mind’s eye, knowing how to learn, and reasoning;
- Personal Qualities - individual responsibility, self-esteem, sociability, self-management, and integrity.

**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.
Grading:

<table>
<thead>
<tr>
<th>TOTAL POSSIBLE POINTS</th>
<th>Due Dates</th>
<th>TOTAL POINTS</th>
<th>FINAL LETTER GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Problems (8 @ 50 points each)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Problem 1 50</td>
<td></td>
<td>709–630 pts</td>
<td>A B C D F</td>
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<tr>
<td>Problem 2 50</td>
<td></td>
<td>629–550 pts</td>
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<tr>
<td>Problem 3 50</td>
<td></td>
<td>549–470 pts</td>
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<td>Problem 4 50</td>
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<td>469 pts and below</td>
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<td>Problem 5 50</td>
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<td>Problem 6 50</td>
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<td>Problem 7 50</td>
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<tr>
<td>Problem 8 50</td>
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<tr>
<td>Total Points: 400</td>
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Pinterest Boards (4 @ 12.5 points each)

| Check 1 25 | | Total Points: 100 | |
| Check 2 25 | | | |
| Check 3 25 | | | |
| Check 4 25 | | | |

Design Projects (4 @ 100 points each)

| Project #1 100 | | Total Points: 400 | |
| Project #2 100 | | | |
| Project #3 100 | | | |
| Project #4 100 | | | |
| Course Total 900 | | | |

Course Outline

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Topic</th>
<th>Material</th>
</tr>
</thead>
</table>
| 1       | Point, Line, Plane | • Point  
• Line |
<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Rhythm and Balance</td>
</tr>
<tr>
<td>3</td>
<td>Scale</td>
</tr>
<tr>
<td>4</td>
<td>Texture</td>
</tr>
<tr>
<td></td>
<td>Typography</td>
</tr>
<tr>
<td></td>
<td>Typography, continued</td>
</tr>
<tr>
<td>5</td>
<td>Color and Design</td>
</tr>
<tr>
<td></td>
<td>Color and Design, continued</td>
</tr>
<tr>
<td>6</td>
<td>Figure/ground</td>
</tr>
<tr>
<td>7</td>
<td>Framing</td>
</tr>
<tr>
<td>8</td>
<td>Hierarchy</td>
</tr>
<tr>
<td>9</td>
<td>Layers</td>
</tr>
</tbody>
</table>

- Plane
- Space and Volume
- Drawing with code
- Symmetry and Asymmetry
- Repetition and Change
- Rhythm and time
- Rhythm and pacing
- Scale is relative
- Point of view
- Environmental typography
- Scaling letterforms
- Physical texture
- Virtual texture
- Code-driven texture
- Alphabetic texture
- Texture applications
- Typographic terms
- Measurement systems
- Type personality
- Appropriate typefaces for specific uses
- Examples of good and bad typography
- Where to find fonts
- Copyrights
- Detail of color wheel
- Color definitions
- Personalities of color
- Using color in design
- Pantone System
- Choosing color schemes
- Impact of color in design
- Positive/negative space
- Letterform abstraction
- Optical interplay
- Camera frames
- Cropping
- Margins and bleeds
- Framing images and text
- Borders
- Basic typographic hierarchy
- Hierarchy 101
- Typography across three dimensions
- Unexpected hierarchy
- Web hierarchy
- Dynamic hierarchy
- Cut and paste
- Mixing media
- Combine and contrast
- Printed layers
- Mixing layers
Additional information is available from the TSI Office. [https://www1.dcccd.edu/cat0910/admiss/tsi.cfm?loc=4](https://www1.dcccd.edu/cat0910/admiss/tsi.cfm?loc=4)

**GRADING**

**ASSIGNMENT AND PROJECTS DEADLINE POLICY**
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, by contacting the instructor during her office hours, or on Blackboard (eCampus). Missed or late quizzes cannot be made up under any circumstances but with good cause and adequate notice, an early quiz may be given. Design problems will not be accepted late. All assignments are due at the beginning of class on the date due. Late submission of design problems will not be accepted. Projects turned in late will be assessed a penalty of 10% per day for a total of five days. No exceptions are made.

**OBTAINING FINAL COURSE GRADES USING ECONNECT**

Final Grade Reports are no longer mailed. Convenient access is available online at [www.econnect.dcccd.edu](http://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 course-work. For information on setting up a DCCCD student email account go to: [http://www.dcccd.edu/netmail/home.html](http://www.dcccd.edu/netmail/home.html)

**ATTENDANCE POLICY**

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 appropriate 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.

THE OFFICE OF INSTITUTIONAL EQUITY

In coordination with DCCCD colleges, this office 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.

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brookhaven</td>
<td>972-860-4673</td>
</tr>
<tr>
<td>Cedar</td>
<td>972-860-8119</td>
</tr>
<tr>
<td>Valley</td>
<td></td>
</tr>
<tr>
<td>Eastfield</td>
<td>972-860-8348</td>
</tr>
<tr>
<td>El Centro</td>
<td>214-860-2411</td>
</tr>
<tr>
<td>Mountain</td>
<td>214-860-8677</td>
</tr>
<tr>
<td>View</td>
<td></td>
</tr>
<tr>
<td>North Lake</td>
<td>972-273-3165</td>
</tr>
<tr>
<td>Richland</td>
<td>972-238-6180</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>College</th>
<th>Name</th>
<th>Title IX Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brookhaven</td>
<td>Terri Edrich</td>
<td><a href="mailto:BHC@dcccd.edu">BHC@dcccd.edu</a></td>
<td>972-860-4825</td>
</tr>
<tr>
<td>Cedar Valley</td>
<td>Grenna Rollings</td>
<td><a href="mailto:CVC@dcccd.edu">CVC@dcccd.edu</a></td>
<td>972-860-8181</td>
</tr>
<tr>
<td>Eastfield</td>
<td>Rachel Wolf</td>
<td><a href="mailto:EFC@dcccd.edu">EFC@dcccd.edu</a></td>
<td>972-860-7358</td>
</tr>
<tr>
<td>El Centro</td>
<td>Shanee’ Moore</td>
<td><a href="mailto:ECC@dcccd.edu">ECC@dcccd.edu</a></td>
<td>214-860-2138</td>
</tr>
<tr>
<td>Mountain View</td>
<td>Regina Garner</td>
<td><a href="mailto:MVC@dcccd.edu">MVC@dcccd.edu</a></td>
<td>214-860-8561</td>
</tr>
<tr>
<td>North Lake</td>
<td>Rosemary Meredith</td>
<td><a href="mailto:NLC@dcccd.edu">NLC@dcccd.edu</a></td>
<td>972-860-3992</td>
</tr>
<tr>
<td>Richland</td>
<td>Bill Dial</td>
<td><a href="mailto:RLC@dcccd.edu">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:LFC@dcccd.edu">LFC@dcccd.edu</a></td>
<td>972-669-6672</td>
</tr>
<tr>
<td>Office of Institutional Equity</td>
<td>LaShawn Grant</td>
<td><a href="mailto:District@dcccd.edu">District@dcccd.edu</a></td>
<td>214-378-1633</td>
</tr>
</tbody>
</table>

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 a mutually agreed upon time after the absence.

WITHDRAWAL POLICY

If you are unable to complete this course, it is your responsibility to formally withdraw. Each course has a specific drop date. For this class, the drop/withdrawal request must be received in the Registrar’s Office by November 17th 2016. If you drop a class or withdraw from the college on or before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped. Failure to complete and official withdrawal by the assigned date will result in your receiving a performance grade, usually an “F.” For complete information on the drop requirements, policies and procedures, refer to the current online college catalog at www.dcccd.edu at the following link https://www1.dcccd.edu/catalog/ss/oep/dw.cfm?use_nav=acad_info&loc=econ
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

DCCCD EMERGENCY OPERATING PROCEDURES

http://video.dcccd.edu/rtv/DO/emergency_dcccd.wmv

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.

CLASSROOM ETIQUETTE

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 “earbuds” 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 and
L116 are for Digital Media students only. Students not in the Digital Media program should go to the computer lab in L108.

FOOD » NO FOOD IN L117 (no lunch, snacks, candy . . . nothing). Eating is permitted in L116 at the table ONLY.

DRINKS » NO DRINKS ON THE DESKS. Any drink MUST be in closed, unbreakable containers and MUST be placed on the floor.

PRINTER USE » The printers in L117 and L116 are only to be used for Digital Media 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!).

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