Course and Section Number:
ARTC-1317-83002: Design Communication I  
(cross-listed with IMED-1316-83002 and IMED-1416-83002)

Semester:
Spring 2019 Day Classes: January 22, 2019 – May 16, 2019

Credit Hours:
3 credit hours

Class Meeting Days and Times:
Mondays, Wednesdays, and Friday
01:30PM - 03:30PM

Room:
T223

Instructor Information:
Instructor’s name: Chris Rasch
E-mail address: crasch@dcccd.edu
Richland phone: 972-238-6258
Office Location: T246C
Office Hours: Tuesday & Thursday 10:00am - 12:30pm
Mail Box Location: WH101

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

Prerequisite:
Suggested Prerequisite: IMED 1316 or IMED 1416: Web Design I

Course Description:
Study of design development relating to graphic design terminology, tools and media, and layout and design concepts. Topics include integration of type, images and other design elements, and developing computer skills in industry standard computer programs.

End-of-Course Outcomes:
Identify design principles of visual communications; and implement the creative design process to produce a visual solution using the appropriate software.

SCANS Skills:
The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills people need to succeed in the world of work. Richland College is determined to prepare you with the knowledge and skills you need to succeed in today’s dynamic work environment. Towards this goal, these workplace competencies and foundation skills have been designed into the curriculum for this course:

- Interprets and Communicates Information
- Creative Thinking - generate new ideas
- Applies Technology to Task - *understands overall intent and proper procedures for setup and operation of equipment*
- Visualize (Seeing Things in the Mind's Eye) - *organizes, and processes symbols, pictures, graphs, objects, and other information*

**Required Lab:**

Students are required to spend at least 1 extra hour(s) per week outside of class working on student projects.

This course contains lecture and lab components, both held during the posted class times. Students may need to put in additional time in the Multimedia Learning Center to complete assignments.

**Lab Hours:**

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

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

For the current lab hours, go to:

The other campus computer lab for credit student use is Del Rio, D229.

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

**Textbooks:**

*Required Books:*

The Instructor will provide materials for this course.

**Supplies:**

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

You will need some means of storing and backing up the digital files for your assignments. Multiple locations for storage and backup are always preferable to only one storage location. You should consider using several of these types of storage:

- A local directory on your home or laptop computer, if you have a computer.
- A portable electronic storage device such as a USB jump drive or a portable hard drive.
- An online storage service such as [Dropbox](https://www.dropbox.com).
- An online backup service such as [iDrive.com](https://www.iDrive.com).

**Course Outline:**

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<tr>
<th>Lecture/ Unit</th>
<th>Assignment/Project</th>
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<tbody>
<tr>
<td>Week 1: Overview &amp; FTP Assignments</td>
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<tr>
<td>Week 1 - 2: HTML</td>
<td>1</td>
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<tr>
<td>Week 3-5: CSS</td>
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<td>Week 6-7: Responsive Web Design</td>
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<td><strong>Week 8: Midterm Presentation</strong></td>
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<td>Week 9: CSS Preprocessor (SASS)</td>
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<td>Week 10-11: Bootstrap</td>
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</table>
Grading Procedure:

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<thead>
<tr>
<th>Grading Legend</th>
<th>Points Breakdown</th>
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<tbody>
<tr>
<td>A = 90 - 100</td>
<td>Assignments - 20 points</td>
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<tr>
<td>B = 80 - 89</td>
<td>Attendance - 20 points</td>
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<tr>
<td>C = 70 - 79</td>
<td>Midterm Project – 30 points</td>
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<tr>
<td>D = 60 - 69</td>
<td>Final Project – 30 points</td>
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<tr>
<td>F = 0 - 59</td>
<td>TOTAL – 100 points</td>
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</tbody>
</table>

**Late Work Not Accepted**

**Attendance is Required (Each absence will result in a loss of 5 points unless absence approved by instructor)**

Grade Reports:
Final grade reports are not mailed to students. You may view your final grades via eConnect at econnect.dcccd.edu. From the Current Credit Student menu, select “My Grades” under “My Personal Information.” If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button, and all grades for the selected grade type will be shown.

Academic Calendar:

**2019 Spring Multimedia/Photography/Game Day Courses Calendar**

**January 22, 2019 – May 16, 2019**

Spring MW, TR, MWF, RCHS classes and regular online classes.
Saturday only courses, Evening Flex Term courses and Online Flex Term courses have different calendars.

- **January 21 (M)**  
  MLK Holiday - campus closed, including lab.

- **January 22 (T)**  
  Monday – Friday Day Classes Begin

- **January 26 (Sa)**  
  First Saturday the Multimedia Lab will be open.

- **February 4 (M)**  
  12th Class Day / Census Day for Monday - Friday day classes and regular online classes.
  Last day to drop a course without receiving a "W" grade on transcript.

- **February 28 (R)**  
  Professional Development Day -- Thursday and Friday day classes will not meet. Friday evening, Saturday and Sunday classes will meet; lab will be open.

- **March 1 (F)**  
  Professional Development Day -- Thursday and Friday day classes will not meet. Friday evening, Saturday and Sunday classes will meet; lab will be open.

- **March 11 - 17 (M-Su)**  
  Spring Break: College buildings & offices (including the lab) will be closed for the week.

- **April 17 (W)**  
  Final Withdraw Date: Last Day for Monday - Friday day classes and regular online classes to withdraw with a grade of "W".

- **April 19 – 21 (F-Su)**  
  Spring Holiday: College buildings & offices (including the lab) will be closed for the holiday.
May 13-16 (M-R)  Final Exams: See the online Final Exam Schedule for your exam times.

May 16 (R)  Semester Ends.
Last day lab is open for the semester.

Drop Date:
February 4 (M) is the last day to drop from this course without receiving an automatic "W" and without the course reflecting on your transcript.

Withdrawal Date:
April 17 (W) is the last day to withdraw from this course with an automatic "W".

Institutional Policies:
Institutional Policies are available at: https://www.richlandcollege.edu/syllabipolicies

Classroom Policies:
Please read the following classroom policies listed below.

Attendance Policy:
In order to be successful, students must attend and participate in enrolled courses.

While Richland College does not have a formal attendance policy, students are expected to attend class regularly. If you know you will be missing classes this semester, please speak to your instructor about days you will be missing so you can receive information on the missed lessons and assignments.

If you are unable to attend class, please email the instructor or leave a message for the instructor at the ACCESS Office at (972) 238-6140 BEFORE THE CLASS BEGINS.

It is imperative students arrive to class on time and remain in class the entire session each week.

Food and Drink Policy:
Except where otherwise determined by a faculty member, no eating or drinking is allowed in the classroom.

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

Computer/Internet Use Policy:
Currently enrolled Richland College Multimedia and Game students have access to the Multimedia Lab and classroom computers for Multimedia/Game educational and instructional purposes only.

Please use the Del Rio Computer Lab (D229) for other school-related assignments and non-Multimedia activities.

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

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

Safety Policy:
Students should participate in this class in a safe, appropriate manner. We occasionally have to step over cords for the multimedia cart and/or computer equipment. We also need to watch out for boxes and paper, students’ backpacks, etc. Students should begin to build good computing habits, designed to prevent eyestrain, carpal tunnel syndrome, etc.

Handheld Devices Policy:
Please turn OFF all electronic devices during class.

Participation Policy:
Course participation is required. Ask questions and be involved with the lesson.

Students should not surf the Net, play games, send emails or work on unrelated homework/projects during class. Students should not disturb your neighbors during lectures and demos.

End of Each Class Policy (for face-to-face classes):
When you leave class for the day, please...

1. Delete all your files from your workstation and empty the trash.
2. Shut down your computer using Windows Shut Down.
3. Turn off your monitor after computer has COMPLETELY shut down.
4. Pick up and throw away any trash around your seat.

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

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

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

The Multimedia Learning Center is part of the Richland College School of Engineering and Technology. Office: Wichita Hall, WH-101 • Phone: 972-238-6210.

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