Course and Section Number:
ARTC-1359-83001: Visual Design for New Media
(cross-listed with ARTC-1305-83001)

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

Credit Hours:
3 credit hours

Class Meeting Days and Times:
Tuesdays and Thursdays
9:30AM – 11:55AM

Room:
Room T223

Instructor Information:
Instructor’s name: Anthony G. Frisbie
E-mail address: AGFrisbie@dcccd.edu
Richland phone: 972-238-6140 (ACCESS Office) - leave message
Mail Box and Office Location: A110 - ACCESS Office

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

Prerequisite:
None

Course Description:
Visual design elements as they relate to new media. Emphasizes aesthetics and visual problem solving such as typographic issues, color management, hierarchy of information, image optimization, and effective layout.

End-of-Course Outcomes:
Apply hands-on techniques to solve new media design problems; critique real world examples; develop studio skills that include the preliminary design process; execute the steps of a new media project from initial concept to comprehensive design; and produce client-centered projects within a specified time frame.

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

- Selects Technology - chooses procedures, tools or equipment including computers
- and related technologies Applies Technology to Task - understands overall intent and proper procedures for setup and operation of equipment
- Creative Thinking - generate new ideas
- Visualize (Seeing Things in the Mind's Eye) - organizes, and processes symbols, pictures, graphs, objects, and other information

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

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

For the current lab hours, go to: https://www.richlandcollege.edu/cd/instruct-divisions/rlc/etech/multimedia/pages/lab-info.aspx

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 Textbook:

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

Course Outline:

<table>
<thead>
<tr>
<th>Lecture/Unit</th>
<th>Textbook Chapter</th>
<th>Assignment</th>
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</thead>
<tbody>
<tr>
<td>1. Course and software Intro, design concepts</td>
<td>1</td>
<td>Handout Exercise</td>
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<tr>
<td>2: Basic 2D design, PARC, object relationships</td>
<td>2</td>
<td>Handout Exercise</td>
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<tr>
<td>3: Introduction to Illustrator: Selections, Lines and Shapes. Basic layout</td>
<td>3</td>
<td>Handout Exercise</td>
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<tr>
<td>4: Introduction to Illustrator: Layers, Tools pen and brushes) and Effects. More basic layout</td>
<td>4</td>
<td>Handout Exercise</td>
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<td>5: Formal elements of design (PARC revisited) Compositing and Editing images</td>
<td>5</td>
<td>Handout Exercise</td>
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<tr>
<td>6 Client-centered design &amp; Principles of Layout</td>
<td>6</td>
<td>Handout Exercise</td>
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<tr>
<td>7: Typographic Design, using Masks</td>
<td>7</td>
<td>Handout Exercise</td>
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<tr>
<td>8: Midterm exam / Practicum</td>
<td></td>
<td>Midterm Project Due</td>
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<tr>
<td>9: Designing with color, more Masks</td>
<td>8</td>
<td>Handout Exercise</td>
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<tr>
<td>10: Importing and exporting digital content</td>
<td>9</td>
<td>Handout Exercise CubeMe</td>
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<td>11: Basic Infographics, Perspective and Visual Effects in Illustrator</td>
<td>10</td>
<td>Handout Exercise Information Graphic</td>
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<td>12: Storyboarding and planning</td>
<td>11</td>
<td>Handout Exercise - Storyboard</td>
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<tr>
<td>13: Designing for the web and multimedia 1</td>
<td>12</td>
<td>Handout Exercise Final Project Work</td>
</tr>
<tr>
<td>14: Designing for the web and multimedia 2</td>
<td>13</td>
<td>Handout Exercise above</td>
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<tr>
<td>15: Producing, controlling and printing color</td>
<td>14</td>
<td>Handout Exercise above</td>
</tr>
<tr>
<td>16: Final exam / Practicum</td>
<td>15</td>
<td>Final Projects Due</td>
</tr>
</tbody>
</table>
Grading Procedure:

<table>
<thead>
<tr>
<th>Grading Legend</th>
<th>Percent Breakdown</th>
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</thead>
<tbody>
<tr>
<td>A = 90 – 100</td>
<td>HW Assignments - 30% (3% each)</td>
</tr>
<tr>
<td>B = 80 - 89</td>
<td>Periodic Quizzes - 10% (1% each)</td>
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<tr>
<td>C = 70 - 79</td>
<td>Midterm Written test and practicum – 15% (7.5% each part)</td>
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<tr>
<td>D = 60 - 69</td>
<td>Midterm Project - 10%</td>
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<tr>
<td>F = 0 - 59</td>
<td>Final Written test and practicum – 15% (7.5% each part)</td>
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<td>Final Project - 10%</td>
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<td>Participation - 10%</td>
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<td>TOTAL - 100%</td>
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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/syllabusinfo
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, Game, and Photography 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