Course and Section Number:
ARTC-1359-83428: Visual Design for New Media  
(cross-listed with ARTC-1305-83428)

Semester:
Spring 2019 Online Flex TermClasses: January 28, 2019 – May 16, 2019

Credit Hours:
3 credit hours

Class Meeting Days and Times:
Class is held online using eCampus: http://ecampus.dcccd.edu/

This online class starts: Wednesday, January 30, 2019 – Wednesday, May 15, 2019. Assignments and announcements will be updated every Wednesday (noon) and a class email announcement will also be sent out every Wednesday (noon).

Room:
Class is held online using eCampus: http://ecampus.dcccd.edu/

Instructor Information:
Instructor’s name: Genny Espinosa  
E-mail address: gespinosa@dcccd.edu  
Phone, Mail Box and Office Location: 972-238-6140; ACCESS Office, A110

NOTE: (Email messages are only answered during the school week office hours. Weekend messages are checked Monday mornings). Please allow a minimum of 24 hours for email message responses. Emails received after noon on Fridays will be checked on Monday mornings.

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:**

Should a student taking an online class need a computer, the Multimedia lab, T246, has computers available for accessing the on-line Class system, Blackboard.

**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:

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:**

White Space is not your Enemy 3rd ed
Rebecca Hagen and Kim Golombisky
978-1138804647
A K Peters/CRC Press

http://wtf.tw/ref/golombisky.pdf
White Space is not Your Enemy
Kim Golombisky and Rebecca Hagen
(Free online version)
ISBN: 978-0-240-81281-6

Additional Online articles will be available as needed as well as Power Point Presentations

**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.
**Supplies - SOFTWARE:**
Adobe Photoshop. Adobe Photoshop Elements, Gimp (free imaging software) or any digital imaging software may be used. Trial versions are good for 30 days if needed. A Word Press blog account will be needed for uploading assignments, projects and project critiques.

Digital Camera (optional) Students may only use graphics from their personal collection, smart phone, tablet, scanned or copyright free graphics.

**Course Outline:**
*Tentative Course Outline - spring 2019: Visual Design for New Media/ Graphic Design*

<table>
<thead>
<tr>
<th>Lecture/Unit</th>
<th>Unit</th>
<th>Discussion Board (DB)</th>
<th>Assignment</th>
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</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td></td>
<td>2. Update profile on eCampus</td>
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<td>3. Complete Student Acknowledgment Survey.</td>
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<td>4. Set- up Word Press Blog</td>
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<td><strong>Week 2</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday, Feb. 6, 2019</td>
<td><strong>Concept: SPACE</strong></td>
<td>Space: DB</td>
<td>Reading/Asg2-Space</td>
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<tr>
<td><strong>Week 3</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday, Feb. 13, 2019</td>
<td><strong>Concept : LINE</strong></td>
<td>Line -DB</td>
<td>Reading/Asg3-Line</td>
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<tr>
<td><strong>Week 4</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday, Feb 20, 2019</td>
<td><strong>Concept : SHAPE</strong></td>
<td>Shape - DB</td>
<td>Reading/Asg4-Shape</td>
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<td><strong>Week 5</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday, Feb 27, 2019</td>
<td><strong>Concept : VALUE</strong></td>
<td>Value -DB</td>
<td>Reading/Asg5-Value</td>
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<tr>
<td></td>
<td><strong>Concept: Communicating Design</strong></td>
<td>Reading/WordPress Tutorials</td>
<td>Asg6-Wordpress</td>
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<td><strong>Week 6</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday, Mar. 6, 2019</td>
<td><strong>Concept : EMPHASIS</strong></td>
<td>Emphasis - DB</td>
<td>Reading/Asg7-Emphasis</td>
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<td></td>
<td><strong>Concept : TEXTURE</strong></td>
<td>Texture - DB</td>
<td>Reading/Asg8-Texture</td>
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<tr>
<td><strong>Week 7</strong></td>
<td>Spring Break : March 11 - March 17, 2019</td>
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<tr>
<td><strong>Week 8</strong></td>
<td>PROJECT 1: Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday, Mar. 20, 2019</td>
<td>Assessment Part 1: Project 1</td>
<td>WordPress Gallery</td>
<td>Project 1 - Composition</td>
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<tr>
<td>Monday, Mar.25, 2019</td>
<td>Assessment Part 2: Project 1</td>
<td>Word Press Comments</td>
<td>Project 1 - Analysis</td>
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<td>Week 9</td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday, Mar. 27, 2019</td>
<td>Concept : COLOR</td>
<td>Color Theory- DB</td>
<td>Reading/Asg9-Color</td>
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<tr>
<td><strong>Week 10</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday April 3, 2019</td>
<td>Concept : BALANCE</td>
<td>Balance - DB</td>
<td>Reading/Asg10-Balance</td>
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<tr>
<td><strong>Week 11</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday April 10, 2019</td>
<td>Concept : USING COLOR</td>
<td>Color Use -DB</td>
<td>Reading/Asg11-Color Use</td>
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<tr>
<td><strong>Week 12</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday April 17, 2019</td>
<td>Concept : TYPOGRAPHY</td>
<td>Typography-DB</td>
<td>Reading/Asg12-Typography</td>
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<tr>
<td><strong>Week 13</strong></td>
<td>Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday April 24, 2019</td>
<td>Concept : RHYTH/MOTION</td>
<td>Rhythm/Motion - DB</td>
<td>Reading/Asg13-RM</td>
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<tr>
<td>Concept: TIME</td>
<td>Time - DB</td>
<td>Reading/Asg14-Time</td>
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<tr>
<td><strong>Week 14</strong></td>
<td>PROJECT 2: Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday May 1, 2019</td>
<td>Assessment Part 1: Project 2</td>
<td>WordPress Gallery</td>
<td>Project 2 - Composition</td>
</tr>
<tr>
<td>Monday, May, 6, 2019</td>
<td>Assessment Part 2: Project 2</td>
<td>Word Press Comments</td>
<td>Project 2 - Analysis</td>
</tr>
<tr>
<td><strong>Week 15</strong></td>
<td>Final Class Announcements via Email – Attendance email required</td>
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<tr>
<td>Wednesday May, 8, 2019</td>
<td>Final Exam</td>
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<tr>
<td><strong>Week 16</strong></td>
<td>Attendance email not required</td>
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<tr>
<td>Wednesday May, 15, 2019</td>
<td>Final Week</td>
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**Grading Procedure:**

**Grading Legend**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90 - 100</td>
</tr>
<tr>
<td>B</td>
<td>80 - 89</td>
</tr>
<tr>
<td>C</td>
<td>70 - 79</td>
</tr>
<tr>
<td>D</td>
<td>60 - 69</td>
</tr>
<tr>
<td>F</td>
<td>0 - 59</td>
</tr>
</tbody>
</table>

**Points Breakdown**

- Assignments - 40%
- Discussion Board: 10%
- Attendance: 10%
- Projects Part 1: Composition - 20%
- Projects Part 2: Analysis - 10%
- Final Exam-10%
- TOTAL - 100%

**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 Online Flex Term Classes Multimedia/Game Calendar**

**January 28, 2019 – May 16, 2019**

Online Flex Term only. Regular classes, Evening Flex Term courses and Saturday only courses have different calendars.

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

**January 20 (Sa)**
First Saturday the Multimedia Lab will be open.

**January 28 (M)**
**Online Flex Term Courses begin.**

**February 9 (Sa)**
12th Class Day / Census Day for Online Flex Term classes. Last day to drop an Online Flex Term course without receiving a "W" 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.

**March 30 (F-Su)**
**Spring Holiday:** College buildings & offices (including the lab) will be closed for the holiday.

**April 22 (M)**
**Final Withdraw Date:** Last Day for Online Flex Term classes to withdraw with a grade of "W".

**May 5 (Sa)**
Last Saturday lab is open for the semester.

**May 16 (R)**
**Final Exam Day for Online Flex Term courses. Semester Ends.**
Last day lab is open for the semester.

**Drop Date:**
February 9 (Sa) 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 22 (M) 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](https://www.richlandcollege.edu/syllabusinfo)

**Assignments and Online Activities Policies:**
For a traditional class, each student is expected to spend time both in and out of class. Consider that for every hour “in” class, there should be 2-3 hours of “out-of-class” studying. To enhance the interactive class atmosphere online time should be spread out over as many days as possible.

New assignments will be available on eCampus, each **Wednesday** by noon (unless I need to notify you of a change in schedule.) Students will have an additional week to turn in late assignments pending a submitted email to instructor requesting extra time and completion of work by late deadline. No assignments will be accepted after a final deadline has been determined.

Assignments and Projects will only be graded from Word Press Photo Gallery Pages. It will be the student’s responsibility to set up their Word Press account preferences correctly. Students who do not correctly set up Word Press for Assignments and Projects will not get credit.
NO ASSIGNMENTS OR PROJECTS WILL BE ACCEPTED FROM EMAIL ATTACHMENTS.

Assignments submitted by the due date, will be graded and posted on the Grade Center by the following Wednesday – noon of the due date. If I am unable to post within a week's time I will let you know. All comments and grade breakdown points will also be posted on eCampus> Course Messages>INBOX. Items which are highlighted in yellow will indicate missing criteria or errors.

Students will have an opportunity to revise or submit missing assignments pending arrangements made with the instructor.

**Attendance Policy:**
While Richland College does not have a formal attendance policy, this course has an attendance policy which is assessed as 10% of your final grade.

Each week (Wednesdays) will begin with a request to send me an email response letting me know that you received the class announcements for the week, your email response will serve as attendance. I will confirm your attendance has been received with an attendance received email response.

Class attendance is based on acknowledgement of the weekly class announcement via email- no later than **Wednesdays - noon** of the following week. If you do not receive the weekly email announcement on **Wednesday noon** of each week, email me ASAP and please check eCampus immediately for class updates. Your email acknowledgement of having received the weekly assignment will be counted each week, failure to send a weekly email will be counted as an absence.

Regular “class attendance” is essential. Statistics have proven that regular class attendance leads to success in online courses.

Your attendance will be listed in the grade book – as A1 for week 1, A2 for week 2, etc. and will have a value of 5 points each week.

**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, Game, and Photography students have access to the Multimedia Lab and classroom computers for **Multimedia/Game/Photography educational and instructional purposes only**.

Please use the Del Rio Computer Lab (D229) for other school-related assignments and non-Multimedia/Game/Photography 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/

**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:**

After you have read the syllabus and have had an opportunity to ask questions, SIGN VIRTUALLY on eCampus. Login to eCampus using your student id preceded by the letter “e”.

1. Once you are in eCampus> Click on Access Courses – link  
2. Login using your student id preceded by the letter “e”. ex. id- 1234567, login –e1234567, password should be the same as login (unless you have changed it at a previous time)  
3. Look for a module box titled COURSES  
4. Click on: 2019SP-ARTC1305.83428/ARTC1359.83458  
5. Once inside the class, click on Syllabus button on the left sidebar  
6. PLEASE read through the syllabus and send an email with any questions you may have.  
7. Then click on: Student Acknowledgement link at top of page.  
8. Read true/false question which states: I have read the syllabus and understand what is required of me in this course. I have had the opportunity to ask the instructor questions about the syllabus.  
9. Select TRUE, then click save and submit button – a check will appear in your grade book for completing student acknowledgement