PART A. Course Information

1. ARTS 2313 – Design Communications I

2. Instructor: Vargha Manshadi  
   Office: S107, by appointments  
   Email: vmanshadi@dcccd.edu

3. Catalog Description: ARTS 2313 Design Communications I (3 SCH)  
   Introduction to the computer as an art tool with emphasis on design principles and visual communication. Course will include exposure to basic computer graphic technology including computer illustration and electronic imaging techniques.

4. Prerequisites:  
   ARTS 1311, ARTS 1312, ARTS 1316, and ARTS 1317, or consent of the instructor.  
   NOTE: Prerequisites are not required but are strongly recommended for students planning to transfer to complete the B. F. A. in studio art or other four-year studio art degree. It is very important that foundation level studio art courses be taken before beginning sophomore level studio courses.

5. Student Learning Outcomes:  
   The student who successfully completes this course should be able to utilize and/or demonstrate through visual means:
   1. Apply functional competence with principles of visual organization, including the elements and principles of design and color theory;
   2. Use the operational requirements of digital media hardware and software, demonstrated through use;
   3. Knowledge of concepts related to digital media in creation of digital media-based works;
   4. Introduction of the fundamental historical, aesthetic, theoretical and conceptual issues of digital media as an artist’s medium, with emphasis on contemporary practices and their historical preceding and contexts; and the relationships between digital media and other visual media and culture;
   5. Develop a personal aesthetic and conceptual position within the context of digital media as an artist’s medium;
   6. Enhanced skills of image selection, portfolio preparation, and presentation;
   7. Enhanced critical and analytical thinking in the facture, interpretation and discussion of artworks.

6. Course Objectives:  
   This course is an introduction to design communication using digital means, including the hardware, software, materials, processes, and aesthetic and conceptual concerns. Emphasis is placed on the development and integration of technical and visual and conceptual skills, particularly computer use including hardware and software, integration of correlative digital imaging processes and broader studio practice as applicable, and the examination of the underlying aesthetic and theoretical premises of the several practices constituting the facture of works in communications design, including the historical preceding and contexts of contemporary practices. Assignments are made to address specific technical and aesthetic and conceptual aspects of design communications.

7. Readings and Course Materials:  
   Required Course Material: USB Flash Drive, Portable Hard Drive or Online Cloud Storage  
   Suggested Course Material: Sketchbooks  

8. Required Hardware/Software:  
   Adobe Photoshop CC  
   Adobe Photoshop is provided in the classroom’s computers, but it’s highly recommended that students have the ability to work on their assignments and projects at home. Though there will be open lab times available throughout the semester, there may not be enough time in the lab to complete all assignments/projects, especially for students with transportation and other hardships. Students who intend to take this class or Digital Art should consider purchasing the Adobe Creative Cloud. Remember, students can receive a discount on software through educational software vendors, such as the bookstore, Journey Ed and other vendors online. Adobe Photoshop CC software is available in either platform/operating system, PC (Windows) or Mac (OS X).  
   You are also required to have internet access and an email address listed in your student profile on eCampus. If you do not have an email address, you can obtain one through the DCCCD website. This class uses the eCampus blackboard system as a component. To reach eCampus, go to: http://ecampus.dcccd.edu. Login using your Student ID number, with a lower case “e” in front for your user name and enter your password. Once inside, click on your class found within the tab labeled “Courses.” An orientation to eCampus is required. The announcement you see when you log in to the class has instructions for completing the orientation.

9. Office Hours: By appointments

10. Lectures, Demonstrations, Discussions, Critiques:  
    This course is taught as a HYBRID course. Class meets once a week on campus during the class time. The second class will be online through eCampus. Classes will cover lectures, demonstrations, videos, PowerPoints and assignments online through eCampus. Once a week class meetings will begin with review of lectures, demonstrations, introduction of assignments, and then followed by studio work time. There will be group critiques after each main project which will be announced on the first day of class. Group critiques are for the entire class period and are considered equivalent to major exams, therefore critique days are mandatory. Points will be deducted from your project grade for missing or not participating during critiques. The instructor reserves the right to depart from the announced schedule and syllabus as necessary to support effective instruction and learning, adjust for holidays and campus closures, and the like, including the addition to, deletion from, or revision of segments of the course or this syllabus.
11. Attendance / Participation Expectations:
Consistent attendance and active participation IN CLASS & ONLINE lessons, assignments, critiques and discussions are essential elements of this course. Grades are determined by academic performance and class attendance (in class & online). Consequently, more than three unexcused absences will result in lowering your grade by one letter grade, as will being tardy more than three times (for in class meetings). Coming late and leaving early does not constitute acceptable attendance, and will be recorded as an absence. Unproductive use of class time, including but not limited to cell phone use, email, and web surfing unrelated to class, is not permitted and will affect one’s grade. The student is expected to complete each online assignment using either their own computer or the computers at lab. Your online attendance is based on your assignment submissions. You will have at least one assignments per week to submit online. Demonstrations, lectures, discussion of assignments, and critiques are not repeatable. Students are required to be in class on time. Completion of assignments when due for critique is expected and required for full credit; work not turned in or turned in late will result in lowering the grade for work.

12. The final course grade:
Final grade is based on the average of grades earned from all assignments/projects with attendance and participation taken into consideration. Evaluation of achievement of student learning outcome is based on the works produced for assignments/projects, attendance, and participation in critiques and discussions

Evaluation of work will be according to the following criteria:

- Conceptual and visual development of ideas within the medium and its process.
- Comprehension in definition and resolution of technical and aesthetic problems and issues in the works.
- The overall craftsmanship and presentation of finished works.
- Class participation, attendance and effective use of studio time, participation in critiques and ability to discuss own work and others work as well as suggestions on any improvements.

Grading assesses the attainment of learning outcomes as manifested in the work produced in the class and in participation in critiques and discussions, and is an average of grades for each of the artworks presented in the course, and will follow these general guidelines:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Excellent</td>
<td>90-100</td>
</tr>
<tr>
<td>B</td>
<td>Good</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>Satisfactory</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>Unsatisfactory</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>Failing</td>
<td>0-59</td>
</tr>
</tbody>
</table>

Course grades are available online in eCampus, http://ecampus.dcccd.edu/

13. Course specific academic dishonesty policy: please see section 20.
14. The Testing Center is not used for this course.
15. Safety Policies and Procedures: are addressed in class as applicable. HAZMAT student training for photographic materials used in the course is provided.

16. Use of Equipment, Facilities, Resources:
- See posted hours for open lab hours: do not work in the F106 lab during other scheduled classes. Appropriate use of facilities entails cleaning up and leaving the area ready for use by others; this will affect one’s grade for the course.
- Use of Brookhaven College equipment, including computers and peripherals, is contingent on the DCCCD and Brookhaven College policy, as set forth in the Catalog https://www1.dcccd.edu/catalog/GeneralInfo/CollegePolicies/computer.cfm?loc=BHC and other policies as applicable.

17. The Drop/Withdrawal date: is given in the online catalog. See section 18.
18. The instructor reserves the right to depart from this schedule as necessary to support effective instruction and learning. Adjust for holidays and campus closures, and the like, including the addition to, deletion from, or revision of segments of the course or of this syllabus.

PART B: INSTITUTIONAL POLICIES

19. DROP/WITHDRAWAL POLICY:
Withdrawing from a course is a formal procedure which YOU must initiate; the instructor cannot do it for you. You may do this in Advising center or online https://econnect.dcccd.edu. If you stop attending class and do not withdraw, you will receive a performance grade, which can result in an “F.” Students sometimes drop courses when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel the need to withdraw. To drop a class or withdraw from the college, you must follow the prescribed procedure. The full drop and withdrawal policy is online in the college catalog, https://www.brookhavencollege.edu/au/fastfacts/legal/pages/policies-for-syllabi.aspx

Last day to drop this class is: April 17, 2019

You can drop or withdraw from classes in three ways:
1. In Person
   Visit your college Advising center to see an advisor and complete a drop/withdrawal form.
2. Online
   Drop classes online through e-Connect. In certain instances you may not be able to drop online; you will have to drop in person.
3. By mail or fax
   Print this drop form (PDF - 36KB) found at https://www.brookhavencollege.edu/apply-reg/reg/documents/droprequestform.pdf Fill out the from and mail or fax it to the college Admissions/Registrar’s Office. You must give at least one reason why you are dropping from the class. Forms that are mailed or faxed must be postmarked or date-stamped on a date prior to or on the last day to drop the class. Be sure to include a legible copy of a photo ID with your form.
A drop/withdrawal request by any means must be received in the Admissions/Registrar's Office (and/or advising) by the official drop/withdrawal deadline as indicated on the Academic Calendar and the current class schedule. No drop or withdrawal requests are accepted by telephone or email. See Repeat Policy https://www.brookhavencollege.edu/divisions/bhc/procedures/pages/repeat-policies.aspx for possible refund eligibility. Students who drop or withdraw should be aware of the course Repeat Policy https://www.brookhavencollege.edu/au/fastfacts/legal/pages/policies-for-syllabi/repeating

**ACADEMIC CALENDAR:** https://www1.dcccd.edu/catalog/GeneralInfo/AcadCalendar/academic_calendar.cfm

**FINANCIAL AID STATEMENT:** Failure to attend classes could result in a loss of Financial Aid (FA). If you are receiving any form of financial aid, you 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 CERTIFICATION OF ATTENDANCE:** You must attend and participate in your on-campus and online course(s) in order to receive federal financial aid. Your instructor is required by law to validate your attendance and participation. In an online course, you must participate in an academic related activity pertaining to the course in order for your attendance to be validated. Simply logging—in is not sufficient by itself to demonstrate academic attendance. You must demonstrate that you are participating in your online class and engaged in an academically related activity by the certification date. The academic related activity used to validate online course participation is at the discretion of your instructor. *This statement of certification of attendance applies to all students enrolled regardless of whether they are receiving financial aid or not. All students must be certified.*

**INTERNATIONAL STUDENTS:** Students on an F-1 visa cannot withdraw from classes without jeopardizing their official status. If you are on an F-1 visa, you MUST NOT withdraw from any class without the permission of an International Student Advisor in the Multicultural Center, in Room S-136 or at 972-860-4192.

**20. APPROVED COLLEGE STATEMENT CONCERNING THE STATE’S 6-DROP POLICY:**

*For students who enroll 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 college counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated six 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. The full drop and withdrawal policy is online in the college catalog.

https://www.brookhavencollege.edu/au/fastfacts/legal/pages/policies-for-syllabi.aspx#sixdrop

**21. ACADEMIC INTEGRITY:**

Scholastic dishonesty is a violation of the Student Code of Conduct and is punishable as stated in college policies. Please review the full Student Code of Conduct as listed in the college catalog for additional information.

https://www.BrookhavenCollege.edu/syllabusaddendum

Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion. The purpose of the Student Code of Conduct is to provide guidelines for the educational environment of the Dallas County Community College District. This environment views students in a holistic manner, encouraging and inviting them to learn and grow independently. Such an environment presupposes both rights and responsibilities.

**22. INFORMATION ABOUT AMERICANS WITH DISABILITIES ACT - ADA STATEMENT**

Brookhaven College, in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act, assures access to college programs and facilities. Students are responsible for notifying the Disability Support Services Office of their need for assistance. Students with documented disabilities, such as mobility impairment, hearing or visual impairment, learning, cognitive, and/or psychological disorders are eligible for services. Disability Support Services is located in Room S136 in the Student Services Center, Building S, or may be reached by telephone at 972-860-4673 or email at bhcADAservices@dcccd.edu.

**23. INFORMATION ABOUT STUDENT ABSENCES DUE TO RELIGIOUS HOLIDAYS:**

A student shall be excused from attending classes, or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this provision may not be penalized for that absence and shall be allowed to take an examination or complete an assignment within a reasonable time after the absence. It is the student’s responsibility to inform the instructor of the absence.

**24. INFORMATION ABOUT REPEATING THIS COURSE:**

Each college of the DCCCD charges 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 being charged. Developmental Studies and some other courses (including ARTS 2311 and ARTS 2312) will not be charged a higher tuition rate. Third attempts included courses taken at any of the DCCCD colleges since the Fall 2002 semester. See the DCCCD Catalog for Third Repeat information, at https://www.brookhavencollege.edu/au/fastfacts/legal/pages/policies-for-syllabi.aspx#repeating

Exempt courses are listed in the online catalog at Credit Courses That Will Not Be Included in the Higher Tuition Rate at http://www.dcccd.edu/PCCost/3rdCrsAttempd/Pages/CrdtRepeatable.aspx.
25. **GRADE REPORTS:**

Final grade reports are not mailed to students. You may obtain your final grades via eConnect at https://econnect.dcccd.edu/. From the 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 displayed.

26. **FERPA STATEMENT:**

The Family Educational Rights and Privacy Act (FERPA) affords students certain rights with respect to their education records. More information about the FERPA guidelines is available online in the college catalog at https://www.Brookhavencollege.edu/syllabusaddendum.

27. **INSTITUTIONAL EQUITY (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. To report a violation, contact Brookhaven College’s Title IX coordinator at TitleIX-BHC@dcccd.edu or 972-860-4825. For more information about policies, resources or reporting options, please visit https://www.brookhavencollege.edu/au/fastfacts/legal/pages/policies-for-syllabi.aspx#harass

*The instructor has the right to add, delete, or revise segments of this course syllabus.*