Instructor Information
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Course Information
Course Title: Advanced Design Communications
Course Number: ARTS 2311
Section Number: 23507
Semester/Year: Spring 2020
Credit Hours: 3
Class Meeting Time/Location: 6:10 PM-9:00 PM, F106
Certification Date: 02/03/2020
Last Day to Withdraw: 04/16/2020

Course Prerequisites
ARTS 2313, Design Communications I.
NOTE: Recommended prerequisites for Art Majors, Arts 1311, Arts 1312, Arts 1316, and Arts 1317.

Course Description
This course will focus on two- or three-dimensional projects in a special topics area. Emphasis is on individual expression. This course may be repeated if topics and learning outcomes vary. (2 Lec., 4 Lab.)
Coordinating Board Academic Approval Number 5004015326.
Student Learning Outcomes

The student who successfully completes this course should be able to identify and/or demonstrate through visual means:

1. Operation of digital image acquisition equipment as a means of image generation;
2. Application of the elements and principles of design to digital artworks;
3. Use hardware and software for the facture of digital artworks;
4. Introduction to fundamentals of digital image development, manipulation, and editing methods, including software and archival output;
5. Introduction of the fundamental historical, aesthetic, theoretical and conceptual issues of digital art 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;
6. Develop a personal aesthetic and conceptual position within the context of digital media as an artist’s medium;
8. Enhanced critical and analytical thinking in the interpretation and discussion of artworks.

Course Objectives

This section of ARTS 2311 – Advanced Design Communications, focuses on advanced design principles and communication. This course is a continuation of Design Communications I, concentrating on principle of design, including the equipment, materials, processes, and aesthetic and conceptual concerns of communication design as an artist’s medium. Particular concern is given to application of design principles and elements in the composition and compositing of digital images. Emphasis is placed on the development and integration of technical and visual and conceptual skills, particularly hardware and software, integration with correlative digital imaging processes, and the examination of the underlying aesthetic and theoretical premises of the several practices constituting the facture of digital artworks, including their historical preceding and contexts of contemporary practices. Assignments are made to address specific technical and aesthetic and conceptual aspects of digital imaging in the context of the visual arts. Students in this course are expected to work at an advanced level, further developing project development, digital image acquisition and manipulation, and editing and presentation skills in the use of digital media as an artist’s medium.

Required Course Materials

Students in ARTS 2311-Advanced Design Communications are expected to develop, in consultation with the instructor, a proposal for an individual project. This proposal is to
be articulated in brief written form by the fourth class day. This project will be carried forward though outside the semester, with work-in-progress and final work presented in critiques.

Required Course Material: Adobe Photoshop CC (software), USB Flash Drive or Portable Hard Drive or Online Cloud Storage, Sketchbook


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: eCampus website (http://ecampus.dcccd.edu) Login using your Student username and enter your password. Once inside, click on your class found within the tab labeled “Courses.” An orientation for the class is required which you will find the instruction after you log in to the class.

Note: A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

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.

**Graded Work**

The tables below provide a summary of the graded work in this course and an explanation of how your final course grade will be calculated.

**Summary of Graded Work**

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation Quiz</td>
<td>100 points</td>
<td>100 points</td>
</tr>
<tr>
<td>Weekly Quizzes/Homeworks</td>
<td>10 @ 10 points each</td>
<td>100 points</td>
</tr>
<tr>
<td>Individual Project</td>
<td>4 progress reviews @ 100 points each</td>
<td>400 points</td>
</tr>
<tr>
<td>Attendance</td>
<td>100 points</td>
<td>100 points</td>
</tr>
</tbody>
</table>

**TOTAL: 700 points**

**Final Grade**

<table>
<thead>
<tr>
<th>Points</th>
<th>Percentages</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>630-700</td>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>560-629</td>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>490-559</td>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>420-489</td>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>0-419</td>
<td>0-59%</td>
<td>F</td>
</tr>
</tbody>
</table>

**Description of Graded Work**

**Weekly Homeworks/Quizzes:** The weekly homeworks and quizzes are related to weekly lessons which have 5 multiple-choice questions and one image to create/manipulate or edit. Each homework/quiz combo worth 10 points.

**Individual Project:** Students are expected to develop, in consultation with the instructor, a proposal for an individual project. This proposal is to be articulated in brief written form by the fourth class day. This project will be carried forward though out the semester, with work-in-progress and final work presented in critiques.
Attendance and Your Final Grade

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 well 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.**

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.

Late Work Policy

Late work is not accepted except extenuating circumstances.

Course Schedule

Please see Class Schedule on eCampus.

Institutional Policies

Institutional Policies relating to this course can be accessed using the link below. These policies include information about tutoring, Disabilities Services, class drop and repeat options, Title IX, and more. [Brookhaven Institutional Policies](http://www.brookhavencollege.edu/syllabipolicies)  
[Academic Calendar](https://www1.dcccd.edu/catalog/GenerAllInfo/AcadCalendar/academic_calendar.cfm)

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