ARTS 2313 – Design Communications I
Brookhaven College

Instructor Information
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Course Information
Course Title: Design Communications I
Course Number: ARTS 2313
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 1311, ARTS 1312, ARTS 1316, and ARTS 1317, or consent of the instructor.
NOTE: Prerequisites are not required but are recommended for students planning to
transfer to complete the B.F.A. in studio art or other four-year studio art degree.

Course Description
Introduction to the computer as an art tool with emphasis on design principles and
visual communication or ideas. Course will include exposure to basic computer graphic
technology including computer illustration and electronic imaging techniques. (2 Lec., 4
Lab.) Coordinating Board Academic Approval Number 5004015126.
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.

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.

Required Course Materials
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>Projects</td>
<td>4 @ 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.

**Projects:** There are about 4 main projects through the semester and each project worth 100 points. There are no extensions for projects except extenuating circumstances.

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/GeneralInfo/AcadCalendar/academic_calendar.cfm)

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