

<b>EDMONDS COMMUNITY COLLEGE</b>	<b>COURSE SYLLABUS: SPRING 2015</b>
<b>Course:</b> Art 225A - Graphic Design I	<b>Instructor:</b> Kristi Gibbs
<b>Item Number:</b> 0970	<b>Office Hours:</b> By Appointment
<b>Credits:</b> 5	<b>Office Location:</b> MDL 234
<b>Classroom:</b> MDL 210	<b>Telephone:</b> 425 640-1339 X 7266
<b>Time:</b> MW 12:30-3:20	<b>Email:</b> kgibbs@edcc.edu
<b>FINAL: WEDNESDAY June 17th 11:30-1:20</b>	<b>Attendance AT FINAL is mandatory for a final grade.</b>

**COURSE DESCRIPTION:** Graphic design, its history, imaging and the elements and principles of digital design in visual communication. An introduction to computer graphic design production tools and processes in visual illustration.

**PREREQUISITES:** None

**Text and Materials Required:**

**TEXT:** *Exploring the Elements of Design* Poppy Evans, Mark A Thomas ISBN: 10-1116-4548-5

**MATERIALS:** Please note along with textbook it is the student's responsibility to bring the following items to EVERY class:

- 1-USB thumb drive 2GB or other RELIABLE electronic storage device
- 9" X 12" sketchbook
- Pencil with eraser
- Glue Stick

**For your final presentation portfolio you will be creating a "Zine". The cost will be between \$10-12**

**COLLEGE-WIDE LEARNING ABILITIES (CWA'S)** Edmonds Community College emphasizes the following core college-wide abilities to provide a consistent educational focus that encourages students and members of the college community to develop knowledge, habits and skills for lifelong learning. For more details on the CWA's Link [Here](#)

- Communicate** and interact respectfully through critical and imaginative expression
- Act** responsibly, both individually and collaboratively, within changing environments
- Reason** clearly using varied analytic and creative approaches
- Explore** critically and creatively the diversity of cultures, ethics, values, and ways of thinking across communities

**HUMANITIES PROGRAM LEVEL OUTCOMES: (PLO'S)**

Use Humanities-based methods to reason, communicate, make meaning, solve problems and/or create or perform cultural works for diverse audiences and purposes.

**ART 225 Course Level Objectives (CLO's)** Upon successful completion of this course, students will be able to:

- **Effectively apply techniques and skills of good craftsmanship to completed graphic design projects and course assignments.** [\[REASON\]](#)
  - Locate, acquire, evaluate, and apply information in response to an identified need or problem
  - Use facts or premises to form conclusions, judgments, or inferences
  - Use appropriate tools, techniques, and technology to solve problems
- **Effectively generate, consider and evaluate problems in graphic design.** [\[REASON\]](#)
  - Locate, acquire, evaluate, and apply information in response to an identified need or problem
  - Use new observations, interpretations, and perspectives to reexamine or revise initial conclusions or reconsider perspectives
  - Engage in imaginative and critical inquiry to explore concepts and perspectives and to construct new knowledge, insights, or models
  - Analyze, synthesize, integrate, and evaluate ideas and information from multiple perspectives in order to make complex decisions, solve problems, evaluate actions, adapt to changing situations, and plan for the future
- **Produce quality work through the application of a variety of graphic design techniques and media.** [\[ACT\]](#)
  - Demonstrate professional and academic integrity, responsibility, and ethics necessary for success
  - Work together toward a common end or purpose and explore differences
  - Apply appropriate tools, techniques, and technology to facilitate sustainable practices
- **Demonstrate knowledge of basic compositional guidelines for graphic design and apply them effectively to completed course projects and assignments.** [\[ACT\]](#)
  - Demonstrate professional and academic integrity, responsibility, and ethics necessary for success
  - Work together toward a common end or purpose and explore differences
  - Apply appropriate tools, techniques, and technology to facilitate sustainable practices
- **Give and receive constructive critiques of graphic design projects created by you and others using language appropriate to the domain and course themes.** [\[COMMUNICATE\]](#)
  - Demonstrate an understanding that communication involves both sending and receiving information through active reading, speaking, and listening

- Use creative and critical processes to create common understandings, present multiple perspectives, explore divergent viewpoints and evaluate the effectiveness of one's own and others' communication
- Work effectively in face-to-face and online group settings
- Use appropriate tools, techniques, and technology to communicate effectively
- Exchange or present information, thoughts, feelings, insights, and perspectives to multiple audiences through a variety of written, verbal, non-verbal, visual, symbolic, and aesthetic means
- **Demonstrate research skills in the history of design for presentation and using proper documentation of research. [EXPLORE]**
  - Recognize and evaluate one's own and others' values, ethics, actions, and perspectives and their potential effects on others
  - Demonstrate the ability to make and follow through with responsible commitments
  - Distinguish among personal, ethical, aesthetic, cultural, and scientific values
  - Demonstrate an understanding of the practical need for and value of respecting differences among cultures and perspectives
  - Demonstrate an understanding of the tools, techniques, and technology that facilitate cultural and aesthetic appreciation

#### WORK EXPECTATIONS

- This course will require your attention for at least 10 hours each week, 6 hours in class and a minimum of 4 hours outside of the classroom.
- College classes and assignments might include topics that are of an adult nature and potentially controversial.
- Expect to complete 3 design modules, Each unit will including sketchbook/visual journal exercises, in and out of class computer exercises and tutorials, quizzes, out of class assignments, written and oral critiques and classroom participation.
- It is the student's responsibility to keep a Visual Journal/sketchbook for this class. Students are required to bring this journal to every class for notes, project ideation and use outside of class for project research and documentation. You will have regular assignments and due dates. The journal will be checked intermittently during the quarter to assess and score your participation and engagement in keeping this journal current. If students do not have it when requested they will not receive the points.
- Students are expected to have access to the InDesign CC software to use out of class. There are open studio hours offered in MDL 210 for those that do not have other options. The expectation is that you will be doing computer work outside of class and it is your responsibility to make arrangements to access an available computer with the appropriate software. There are also several computers in the EdCC library and in MDL 102 with necessary software. VISCO students have priority access in the library on the MAC machines.
- All journal exercises and homework assignments must be **completed and turned in on time for a final course grade.**

#### LATE WORK POLICY:

- **Due dates will be posted on CANVAS all work is due at the time specified.**
- **LATE work will lose 10% of the score if it is not submitted within 24 hours of the due date**
- **Work will lose 50% of the score if the work is not submitted by the next scheduled class time it is the student's responsibility to deliver the work to the appropriate place for grading.**
- **PLAN YOUR TIME ACCORDINGLY.**
- **Assignments and DUE DATES WILL BE SET BY INSTRUCTOR AND WILL BE POSTED ON CANVAS.**
- **It is the student's responsibility to be aware of due dates and how to correctly submit the work.**
- A final portfolio of your work and all sketchbook/Visual Journal documentation will be due at the beginning of the final class period. This will include re-edited classroom assignments as well as new original documents, and a final written analysis of your work for the quarter. You will be submitting both a hard copy portfolio and an electronic portfolio via the MDL 210 server.
- Attendance and participation at the final critique is required for a course grade. **Final is:** June 17th 11:30-1:20

**This class is supplemented with an eLearning class website. For up to date information about class activities it is the student's responsibility to access their INDIVIDUAL CANVAS classroom AT A MINIMUM weekly. Resources found here will include the following:**

- ALL CLASS announcements, handouts, and instructions, links to turn in written submissions such as critiques, and discussion topics , ASSIGNMENT DUE DATES, RUBRICS, GRADING and INSTRUCTOR FEEDBACK .
- **Please set your Canvas notifications to receive announcements and grading notices in a timely fashion.**
- **Students can access these eLearning resources at** <http://edcc.edu/elearning/default>
- If you require assistance or guidance using the CANVAS content management system please Contact START at 425.640.1101. or online [HERE](#)
- Tutorial support is available at: <http://guides.instructure.com/>

#### EDMAIL ACCOUNT FOR NOTIFICATIONS THROUGH CANVAS:

Each student should have an active EdMail account: activate your EdMail account at [www.edcc.edu/edmail](http://www.edcc.edu/edmail) You'll need your student ID number (SID) and PIN to retrieve your account. PLEASE NOTE! Your EdMail login username and password is **NOT** the same as your CANVAS username and password. They are two distinct and separate login credentials. ALL

## Recommendations for Success:

- Come prepared for class.
- Keep an open mind about the material presented.
- Expect that you will have to spend several hours a week out of class working on assignments. You will not have time in class to complete all assignments. Plan on this.
- Make use of the open lab times and library access to computers to complete your projects.
- Be an active participant in class discussions and critiques. Be prepared to discuss the material, concepts and media we explore.
- Check into CANVAS on a regular basis for tutorials, supplementals and information relevant to Graphic Design
- You will be expected to record a variety of solutions to each assignment in your journal to document your process. Use your visual journal to take notes during presentations, lectures, and demonstrations. This journal is a place to write critiques and impression of yours and others work. You will also use this as a place to collect ideas and images for inspiration about color, composition, typography, style and research. This is a reference and inspiration document that your instructor will assessed several times during the quarter and will be examined and graded for completeness and independent initiative as well as individual expression, use it as such.
- ASK questions, questions, questions...

## Classroom attendance points and in class expectations:

*Disciplined lab classroom work is the core of being successful in this course. As college students this is your contract with, and notice from the instructor, regarding expected college level studio/classroom behavior. Expect to lose attendance points if you do not acknowledge and/or respect the lab classroom's learning environment. For each class day's timely class attendance you earn an accumulated 2 points. Assessment in this area constitutes 10% of your final grade.*

### Timely Attendance:

● Non-attendance is an absence regardless of the reason and you will lose the points for a missed class day. It is your responsibly to contact the instructor if you are having difficulty attending so your options can be discussed. Each situation is different and will be dealt with on an individual basis. Communication is the key to success in this class. If you know you'll miss class, please talk to me in class, via email or message me in CANVAS.

- If you are late or leave early you will lose 20 % of your attendance points.
- **If you miss more than 3 class days the instructor reserves the right to fail you for non-attendance.**

### Distractions from classroom learning activities:

- **Excessive talking in the classroom:** Discussion should be kept to a minimum and in low tones. Please keep your conversations to classroom topics. Be aware that talking can be distracting to others in the class respect others right to a quiet undistracted learning environment.
- **Internet and/or computer engagement that is not related to class assignments during ANY class time**, including but not limited to: online gaming, social networking or any unrelated websites or doing classroom homework during lectures.
- **Electronic devices:** Cell phones, iPods, CD players SMS devices personal gaming devices or any other electronic communication or entertainment devices are to be turned off during class time. THIS INCLUDES TEXT MESSAGING DURING CLASS. If you have some sort of emergency you can discuss it with me BEFORE class. This classroom is a no cell phone zone. Put them AWAY.
- If a student becomes a distraction to the learning atmosphere of fellow students they will be asked to leave.

## COLLEGE POLICIES: BE AWARE OF THE FOLLOWING COLLEGE POLICIES

**Safe Zone** EdCC does have a policy on discrimination and harassment. Discrimination, harassment, and abusive conduct that threaten or endanger the physical or psychological health, safety, or welfare of an individual or a group of individuals on the basis of sexual orientation, race, ethnicity, age, gender, sex, religion, nationality, or disability will not be tolerated. This class will operate as a "safe zone" which means everyone in the class is treated respectfully and should anyone feel they are not treated fairly and with respect they should immediately let me know.

**Academic Integrity:** Academic honesty is essential to learning in college. Cheating and plagiarism are serious violations of EdCC Student Rights and Responsibilities Code, and will result in college disciplinary action such as formal reprimand, probation, suspension, or dismissal. If you represent the work or ideas of another as your own, zero credit may be given for that assignment. A second violation may result in a failing grade for the course. Whenever you turn in any assignment in this course, the understanding is that what you are turning in is your own original work, except to the extent that you explicitly credit others for their contributions. (For example if you are quoting a source or copying a piece of art for your reflection you will need to cite the source.) You can find links to citation form in CANVAS or here at the ART 225/226 [Resource Guide](#).

**Student Progress System:** Throughout the quarter, instructors may notify Student Services about students who are not maintaining satisfactory academic progress or attending classes regularly. Resources and services may be provided to help these student successfully complete courses. If academic difficulties persist, students may be contacted more than once. For more information, call: 425-640-1649

### Student Services Information:

[www.edcc.edu/students](http://www.edcc.edu/students)

- **Academic Calendar:**[www.edcc.edu/calendar/academic.html](http://www.edcc.edu/calendar/academic.html)
- **Advising:**[www.edcc.edu/advising](http://www.edcc.edu/advising)
- **Center for Student Engagement and Leadership:**[www.edcc.edu/csel](http://www.edcc.edu/csel)
- **College Policies and Procedures:**<http://catalog.edcc.edu>
- **Counseling and Resource Center:**[www.edcc.edu/counseling](http://www.edcc.edu/counseling)
- **Diversity Student Center:**[www.edcc.edu/dsc](http://www.edcc.edu/dsc)
- **eLearning Information:**[www.edcc.edu/elearning](http://www.edcc.edu/elearning)
- **Enrollment Services:** [www.edcc.edu/es](http://www.edcc.edu/es)
- **Learning Support Center (Tutoring):**[www.edcc.edu/lsc](http://www.edcc.edu/lsc)
- **Library**, including online resources: [www.edcc.edu/library](http://www.edcc.edu/library)
- **Services for Students with Disabilities:**[www.edcc.edu/ssd](http://www.edcc.edu/ssd)

- **Student Printing Guidelines:**[www.edcc.edu/acs/printing](http://www.edcc.edu/acs/printing)
- **Student Support Resources:**[www.edcc.edu/support](http://www.edcc.edu/support)
- **TRIO:**[www.edcc.edu/trio](http://www.edcc.edu/trio)
- **Title IX and Gender Discrimination:** <http://www.edcc.edu/titleix/what-is-titleix/definitions/gender-discrimination.html>

**FINAL course grade will be based upon the student's completion of each unit, in and out of class participation, attendance, a portfolio of the quarter's work and a final critique:**

**Assessment Criteria. Grading is by a decimal scale based on the average of the following activities:**

- Classroom participation and attendance points: 10%
- 3 learning units: 60%
  - \*Reading and research in assigned areas
  - \*Preliminary sketchbook/visual journal entries
  - \* Computer exercises and in class EXE's
  - \*Application of the unit information to the completed project
  - \*Written and oral peer and self-critique
- The final portfolio "ZINE" will contain: 30%
  - \*Final edits on the projects from units 1-3 based on peer and instructor critique feedback
  - \*A final project demonstrating workflow, design elements, and mastery of the previous 3 units
  - \*A final written assessment of the work you did over the quarter

**Specific outcomes rubrics and your individual grade scores along with specific FEEDBACK from your instructor will be posted on the ART 225 CANVAS GRADES area. Check your grade sheet often.**

A final decimal grade will be assigned using a scale similar to the one below:

Percent	Decimal	Percent	Decimal
98-100%	4.0	77-78%	2.4
96-98%	3.9	76-77%	2.3
94-96%	3.8	75-76%	2.2
92-94%	3.7	74-75%	2.1
90-92%	3.6	73-74%	2.0
88-90%	3.5	72-73%	1.9
87-88%	3.4	71-72%	1.8
86-87%	3.3	70-71%	1.7
85-86%	3.2	69-70%	1.6
84-85%	3.1	68-69%	1.5
83-84%	3.0	67-68%	1.4
82-83%	2.9	66-67%	1.3
81-82%	2.8	65-66%	1.2
80-81%	2.7	64-65%	1.1
79-80%	2.6	63-64%	1.0
78-79%	2.5		

Instructor: I grades are not generally given.

**Final Note:** Please consider this our course contract but also understand in an effort to respond to the needs of the class and our best use of time I may need to make some minor changes to this syllabus. The entire class will be involved in this discussion should changes be necessary.