

# COMM 3070 COMMUNICATION GRAPHICS

Summer 2012

MWF 1:15- 2:45 p.m. Centrum 221

Class URL: <http://www.suu.edu/faculty/jackson/3070>

## INSTRUCTOR INFORMATION:

Lance Jackson  
435.586.7867  
Centrum 211H  
Office Hours: Daily 10:00 a.m. – 12:00 p.m. or by appointment  
[Jackson@suu.edu](mailto:Jackson@suu.edu)

## COURSE DESCRIPTION:

This class is an applications course. In this course, you will be introduced to Adobe Creative Suite CS5 Design Premium software and have the opportunity to learn the fundamentals of graphic design. The class will be conducted as a lecture/demonstration/self-exploration experience.

## REQUIRED TEXT AND MATERIALS:

Botello (2011). The Design Collection CS5 Revealed. Clifton Park NY: Delmar – ISBN: 978-1-111-13061-9

You should have a personal flash drive (sometimes called a thumb, jump or USB drive). 2 GB or larger is recommended. You may want to have a notebook, index cards, etc. to record ideas and begin a file system of ideas and designs you have.

## COURSE OBJECTIVES/LEARNING OUTCOMES:

In this class, you will be presented with and have the opportunity to learn various concepts. Your success in doing so is entirely up to you based on how well you apply yourself to the course materials. By the end of the course you should have mastered the following skills/objectives:

1. Develop beginning level competency in using the major applications of the Adobe Creative Suite.
2. Be able to choose the appropriate medium and tools for executing a specific design graphic.
3. Using proper procedures follow various graphic designs through from inception to final product.
4. Begin or add to your personal graphic journal, inspiration files and portfolio.
5. Become knowledgeable about the terms, processes and procedures used in the graphic industry.
6. Have a basic understanding of and be able to articulate what constitutes good graphic design.

These objectives/outcomes will be measured using various methods including assignments, quizzes, exams and written papers.

\*Note: While one of the goals of the course is to help you learn to use Adobe Creative Suite software, there is not sufficient time in the semester to impart more than an introductory knowledge of any one specific application.

## TEACHING METHODS:

1. Lectures/Demonstrations: Important material from the text and outside sources will be presented in class. You should plan to take careful notes and participate in class demonstrations. *Discussion and questions are encouraged.*
2. Guided exploration of the text books: The chapters in the text book contain self-guided tutorials of the lesson materials. During class, we will explore these lessons together. If we are not able to complete a lesson during the allotted time, you will be expected to finish on your own outside class.

3. Assignments: During the semester, you will complete various assignments. These are intended to enhance your skills at designing and implementing graphic projects.
4. Exams & Quizzes: A midterm and a final exam will be given. The exams will test your knowledge of materials covered in class. The instructor reserves the right to retest on material that was not appropriately comprehended. Students missing exams due to university sponsored events, illness or pre-arranged, excused absences will be allowed to take the exam early or as soon as possible after returning to class. Only official excuses will be accepted. **Any uncoordinated, unexcused, missed exam will result in a score of 0 for that exam.**

Periodic quizzes of the studied material will be given to assess whether you are grasping the concepts presented in class. Quizzes will be announced at least one class period in advance. Missed quizzes will be subject to the same policy as missed exams (see preceding paragraph).

#### TENTATIVE LIST OF ASSIGNMENTS AND ACTIVITIES:

1. Personal portfolio and inspiration file.
2. Personal Design philosophy and graphic design critique.
3. Brochure or Newsletter using Adobe InDesign.
4. Poster and two advertisements using Adobe Photoshop.
5. Corporate Identity (letterhead, business card, envelope, logo) using Adobe Illustrator
6. Web page using Dreamweaver or Photoshop

Refer to the course schedule and assignments documents for information on specific assignments, due dates and related information.

#### COURSE REQUIREMENTS:

Assignments: Assignments are due on the date specified in the separate assignments document and/or class schedule. Due dates are subject to change as the semester progresses. Late assignments will be accepted only in the case of illness or emergency, or if you are absent because of participation in a university sponsored event. It is your responsibility to make arrangements (in advance if possible) to turn in late assignments. Assignments turned in following the due date will be marked late and the score will be reduced by 10% per day for up to five days, after which time only 50% credit will be given. *You may not use class time to work on assignments or non-class related materials unless specifically authorized by the instructor.* Using class time to work on assignments means you are not working on the chapter materials or participating in discussions and demonstrations.

Attendance: Attendance at each class is strongly encouraged. You are responsible for obtaining materials, which may have been distributed or discussed on class days when you were absent. This can be done through contacting a classmate who was present or by contacting the instructor during his office hours or other times. This policy may be revised should attendance concerns become an issue during the semester.

Citizenship: Good citizenship is essential. It is expected that you will conduct yourself appropriately during class: pay attention and do not talk with neighbors, text, send e-mail, surf the web, work on papers for other classes, play games, etc. If you have a cell phone or pager, it should be turned off or set to silence before class begins. If disrupting the class becomes a problem for you, you may be asked to leave. Please be to class on time. If you have a valid reason for being tardy please find a seat quietly and do not disturb the rest of the class. If you need to leave class early for any reason, please do so quietly and do not return to class until the following day. To remove the temptation to use class time for e-mailing, surfing, etc. Internet access in the lab will normally be disabled during class unless specifically needed for class instruction. There will be a maximum of 10 points given for a combination of attendance and citizenship.

Make-Up Work: The instructor does not normally give make-up work for missed assignments or exams. Individual exceptions are evaluated on a case-by-case basis. One assignment will allow for some extra credit work if you so choose.

**Grading:** Your grade will be determined by calculating your total score for the semester divided by the total possible points, multiplied by 100. The resulting percentage will determine your grade: 94-100 = A, 90-93=A-, 87-89-B+, 83-86=B, 80-82=B-, 77-79=C+, 73-76= C, 70-72=C-, 67-69=D+, 63-66=D, 60-62=D-, Below 60=F.

**Computer Use:** The instructor may, at his discretion, monitor your computer activity during class with or without your specific knowledge or consent as necessary to assure you are staying on task, to help with questions or problems, to assure compliance with class policies and to assure compliance with established university acceptable computer use policies. There should be no expectation of privacy as to your computer use during class (see the SUU Computing, Internet Use, and Network Security policy, section VII, Subsection B).

**On-Line Support:** Check the class Web page, [www.suu.edu/faculty/jackson/3070/](http://www.suu.edu/faculty/jackson/3070/), for additional information concerning the course. Information will also be posted to the instructor's folder on the g: drive of the student network.

**Incompletes:** An incomplete is given only if a student has completed 75% or more of the class and for reasons of health or other serious circumstances is not able to finish the course. Failure to turn in assignments or take exams and quizzes during the course of the semester is not a valid reason to request an incomplete. University policy on incompletes will be strictly followed.

**TESTING OUT:** Testing out of the class will require that you meet with the instructor privately, document your skills in Photoshop, InDesign, Illustrator and Dreamweaver at the introductory level or beyond and successfully pass a written exam consisting of graphic design procedures and terminology. Requests for testing-out will be handled on a case-by-case basis. The instructor will be the sole judge as to whether a student's prior knowledge and experience is sufficient to grant the test-out request.

**ACADEMIC INTEGRITY:** Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

**ADA STATEMENT:** Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 206F of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

**EMERGENCY MANAGEMENT STATEMENT:** In case of emergency, the University's Emergency Notification System (ENS) will be activated. Students are encouraged to maintain updated contact information using the link on the homepage of the *mySUU* portal. In addition, students are encouraged to familiarize themselves with the Emergency Response Protocols posted in each classroom. Detailed information about the University's emergency management plan can be found at <http://www.suu.edu/emergency>.

**HEOA COMPLIANCE STATEMENT:** The sharing of copyrighted material through peer-to-peer (P2P) file sharing, except as provided under U.S. copyright law, is prohibited by law. Detailed information can be found at <http://www.suu.edu/it/p2p-student-notice.html>.

**FINE PRINT**

Information contained in this syllabus is subject to change with advance notice, as deemed appropriate and/or necessary by the instructor.