Dr. June H. Smith
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Class hours: MW 3-4:15 (Comm2344) & 5-6:15 (CMMT 4301)
    TR 3-4:15 (Comm 4352) & Tues 6-9 p.m. (MM 2345)

Office: LIB B-313, ph. 486-6088
Office Hours: 1-2:30 MTWT
Office: Admin 107, ph. 942-2169
Office Hours: 10:30-11:30 MTWT
    & by appointment

Comm 2344: Visual Communication.

This class teaches creative and fundamental aspects of graphics typography, layout, design, and production of printed and web communication. Emphasis is placed on both the theoretical and practical principles of design. **Catalog description:** A course to develop applied and critical skills in visual communication. Special emphasis on visual & print communication, design and information literacy using industry--standard software.

Class Philosophy Statement: This is a class for creative people. Yes, I mean you. This class will help you explore design ideas which will lead to sharp logo and emblem designs, attractive and effective publication or paper designs, two-dimensional and 3-dimensional promotional designs, and public relations & advertising campaign materials. If you are new to computers, don't let the computer software scare you. We'll take it slowly and methodically. You will have some lab time in class each week to practice the ideas we talk about in lecture. You will use CorelDRAW, and Dreamweaver in this class.

Comm 2344 is an ASU-designated Community Engaged class. Therefore, we'll have community clients we will be working with this semester on your projects. There are several additional forms we need signed for enrollment in the class that you don't normally have. And, the class requires you to work in teams and alone on projects for the community partners. From the *ASU Community Partnership Handbook,* concerning service learning classes, p. 6: "**Service-learning**: a course-based, credit-bearing, educational experience in which students: a) participate in an organized service activity that meets identified community needs and b) reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced social responsibility. Service-learning projects are usually a component of a course, not the entire course, as is the case for an internship."

Student Learning Objectives:

SOCIAL RESPONSIBILITY: is the broad student learning goal for *CONNECT!* It is to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national and global communities.

IDEA Student Learning Objectives. You will learn:
* fundamental principles, generalizations, or theories *concerning design*
* to apply course material (to improve thinking, problem solving, and decisions) *for design clients*
* to develop creative capacities *in design*

CORE CURRICULUM Student Learning Objectives: You will learn
* To use accepted word processing techniques to produce a well-designed and aesthetically pleasing formal document.
* To use standard spreadsheet features to produce a representation and analysis of numerical data.
* To create an original graphic image (including graphs and/or sketches).
* To locate, retrieve and evaluate information relevant to a question or issue.
* To create an electronic document that discusses a single subject or conveys a message.
* To recognize and respond to an ethical issue related to computer usage.

Textbook: *The Non-Designer's Design Book, 3rd Ed.* Robin Williams (2008). Berkeley, CA: Peachpit Press. ISBN -10   0-321-53404-2

Class Materials Needed:

* A flash drive or a CD-RW to save backups of your work (all work will go on the "J" drive)

* If you do not have access to a **color printer** attached to a computer with CorelDraw X5 software at home or work, you'll need to use your ASU print credits to do color printing. From the MCS lab, print to: LabMCS-Color1 and it will cost you 5 print credits. https://paper.angelo.edu to buy more paper credits, if you run out. You'll put cash into the RamBucks machine to purchase more print credits as you need them.   There are card machines located on campus that will put money on the card in small increments. You will need to print in color for several lab assignments, your final project copies, and your client project package.

Grading System: Your grade is based upon three different averages:

- 40% = average of 2 tests (midterm & final exams)
- 20% = average of all lab assignments
- 30% = final project grade on the 4 packages (60% project quality, 40% presentation quality)
- 10% = grade input from your off-campus client.

Assignments

You will take two major tests over the lecture and handouts. There are several lab assignments which will be completed in class to illustrate the skills and concepts we talk about, and lab assignments leading to your final project. You will also have a final project which will require several graphic designs assignments. All assignments must be your own work.

For all work in this class, you may use:
- clip art from the CorelDraw program and clip art file,
- art that you create in CorelDraw
- art that you create in Illustrator
- photos you have personally taken or from the CorelDraw's photo selection (be prepared to verify this)—only on 1 package of your work

For all work in this class**, you may not use**:
- **anything** copied from anywhere on the Internet.

Attendance/Participation: Attendance is required in this course. You are allowed two absences without penalty on lecture days only. From that point on, 2 points will be deducted from your final grade for arriving late, leaving early, or missing class. Regardless of attendance, you are responsible for class notes, handouts and deadlines. There are no make-ups. If you are absent on test days or when assignments are due, you will receive a zero for that grade. Please see the professor if there are some special circumstances. As always, official ASU student travel is excused.

Honor Code Policy: Violations of academic integrity are *very serious* matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the *student's own work and must be work completed for that particular class and assignment.* Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be *very clear* about attribution of sources and you must know *how* to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/forms/pdf/Honor_Code.pdf

Academic Disability Statement: Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. See this webpage for more information: https://www.angelo.edu/services/disability-services/. If you need disability accommodations in this class, please see me as soon as possible.

Academic Advising: The College Arts & Sciences and Department of Communication and Mass Media require that students meet with a Faculty Advisor as soon as they are ready to declare a major. The Faculty Advisor will set up a degree plan, which must be signed by the student, and the department chair. CMM majors who have questions about advising or declaring a major in the department, can call 942-2031. Freshmen and undeclared majors are supported by ASU's CASA advisors in CARR 203.

Grade Appeal Process. As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see page 43-ff of the Student Handbook, accessed at: https://www.angelo.edu/student-handbook/

E. Expectations for Faculty/Staff, Community Partners, and Students

Below are some of the broad expectations for the stakeholders. Specifics will be developed for each individual partnership.

Faculty/Staff:
- Uphold the values of Angelo State University
- Inform the community partner of the goals and objectives of the course/activity
- Collaborate with the Center for Community Engagement and the community partner to develop the appropriate agreements, contracts, and other risk management documentation.
- Collaborate with community partner to provide meaningful opportunities for students to demonstrate what they are learning from the experience and how that learning connects to the course/activity objectives
- Present and explain the student learning component and its relation to the course/activity
- Maintain professional and regular communication and interact with the community partner
- Document and report student learning in a digital format

Community Partners:
- Conduct an on-site orientation; provide the agency's mission, goals, and needs specific to the partnership
- Collaborate with faculty/staff partner and Center for Community Engagement to develop the appropriate agreements, contracts, and other risk management documentation.
- Collaborate with faculty/staff partner to provide meaningful opportunities for students to demonstrate what they are learning from the experience and how that learning connects to the course/activity objectives
- Communicate with faculty/staff partner regarding student expectations, agency policies and regulations; provide training where needed
- Communicate any issues or problems with faculty/staff partner or the Center for Community Engagement
- Assist in the evaluation of student learning and the overall program

Students:
- Uphold the values of Angelo State University
- Be open to the community-engagement component in the course
- Secure appropriate liability insurance, when necessary
- Obey the policies and regulations of the community partner
- Be respectful of the community partner, agency staff, and their clientele, which includes exhibiting professional behavior and appearance
- Be prompt and respectful of the community partner's time and effort
- Communicate any issues or problems with your faculty/staff supervisor
- Be prepared to learn something new and apply previous learning
- Enjoy the opportunity

Our community engagement partners for this class will be chosen from the following:

For Profit company: **Mary Kay Cosmetics**

Non-profit companies: You may select one non-profit organization/company from:
- those on the [Connect!](#) website, or
- an ASU official organization (sorority, fraternity, honor society, special interest group, etc.)
- a local San Angelo non-profit not listed on the Connect website

If you choose a new organization, not on the Connect! website, we will need to complete some extra forms for those organizations.

Syllabus: COMM 2344

August 26-28: Intro to class. *General Communication lecture*. Dreamweaver setup for CD assignment. CorelDraw setup for final printed project. Final Project Assignment. **CH. 1-5 IN TEXTBOOK.**

Sept 2-4: **Monday is the LABOR DAY Holiday. Drive safely!** Begin to work with design styles. Mondrian Design Style discussed. Silhouette style discussed. Big Type style discussed. Discussion of business cards (2" x 3.5"), letterhead (8.5" x 11"), and envelopes (9" x 4"). Complete setup of project files.

Sept. 9-11: *Typography lecture***,** typography information. Copy Heavy Design Style discussed. *Elements of Design Lecture*. Lab work returned. More on Typography & Typography lab. More Design styles, Picture Window Design Style, Band Design Style, Multipanel Design Style, Rebus Design Style, Axiel Design Style, Frame Design Style. **Selection of groups and CE Clients by Sept 11. CH. 6-11 IN TEXTBOOK.**

Sept 16-18: **Monday, visit your community Client—no class held**. *Color use, Logos and info-graphics Lecture*. Project discussion--work on CD setup. **CH 12-14 IN TEXTBOOK.**

Sept 23-25: Lab Assignment 1 personal package due Monday of next week (4 pages -- in color).

Sept. 30 - Oct. 2: *Meet your Community Engagement non-profit Client this week.* <mark>Turn in package #1 in class Wednesday</mark> for a lab grade. If you are finished with Personal 1, begin you work for your non-profit client or work on logos for your profit client. Midterm test on Oct. 9th.

Oct 7-9: **Midterm review on Monday,** *Packaging lectures, Advertising/PR Lectures* Package 1 returned and discussed. **Midterm test on Wednesday**

Oct 14-16: *Composition, brochures, book/cd covers, & posters Lectures* project work.

Oct 21-23: <mark>Mary Kay Cosmetics package Due Monday</mark> for a lab grade. *Social Responsibility & Culture Lectures* Project work, as we have time.

Oct 28-30: *Dreamweaver CD preparations lecture*. Project work. You need to have started your final package, as well, working on both your your final CE Client package this week. *Students should schedule a 20-minute meeting with community clients to coordinate their ideas for the client package on Oct 30.*

Nov 4-6 <mark>Client Package due on Nov. 6</mark> for a lab grade. Continue with Dreamweaver. Project work. Discussion of presentation skills. Client package is due next week.

<mark>**Head's up Notice:**</mark> **Nov 25 MONDAY: 3-5 p.m. (estimate) in CJ Davidson Conf. Center: Community Engaged class showcase.**

Nov 11-13: Further presentation lectures--presentation should be on the website. You should have checked out the *general idea* of your client package (design style, color choices, fonts, rationale) with your client to get some feedback before preparing the entire package.

Nov 18-20: Client package returned with lab grade and critique. All printed final project packages are due in class on Nov 27. Presentation review—burn presentation CD before the end of the class on Tuesday—final lab assignment grade is the CD reviewed today in class. **Happy Thanksgiving on Nov 22—drive safely!**

Nov 25-27: CE Showcase in CJ Davidson CTR. Complete Printed Final Project due on Nov. 27. Final exam review: Prep for presentations. Adhere to the assigned time limit. There will be a brief time for class discussion/questions after the presentations end. **Presentations begin on Wednesday** <mark>**Client group #1 group goes Wed., Nov 27.**</mark>

Dec 2-4: Client #2 group presentation on Dec 2; Client #3 group presentation on Dec. 4

Wednesday, Dec 11 @ 3:30-5:30 p.m. Final Examination - comprehensive.

Have a wonderful break! *Pax Vobiscum*
(Latin--"peace be with you")