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 that asks you to draw on your creativity and to continue to develop
your skills in production quality and attention to detail. You will be called upon to consider the intended message, the
audience to whom the message is to be sent, and what visual elements will help with audience understanding of the
message. 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 three-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.

**Student Learning Objectives:**

**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

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**Class Materials Needed:**

* A flash drive to save backups of your work (all work will go on the “J” drive), but you need to protect
your work with a backup of your own.

* If you do not have access to a color printer attached to a computer with CorelDraw X6 software at home
or work, you'll need to use your ASU print credits to do color printing downstairs in the Library. You'll
need to put cash onto your ASU One-Card 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:

- 45% = average of 2 tests (midterm & final exams)
- 20% = average of all lab assignments
- 35% = final project grade on the 4 packages (60% project quality, 40% presentation quality)
Assignments
You will take two major tests over the lecture and handouts. There are several lab assignments, most of which will lead up to your final project. These labs will be completed in class to illustrate the skills and concepts we talk about. 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.

General policies:

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. Academic Regulations Concerning Student Performance provides complete information regarding class attendance and reporting student illness and emergencies is provided in Angelo State University Operating Policy 10.04. (found at: http://www.angelo.edu/content/files/14212-op-1004-academic-regulations-concerning-student)

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. Specifics on this are classified under “Student Misconduct” in the Student Handbook. https://www.angelo.edu/student-handbook/

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 Student Services at 942-2191. See this webpage for more information: https://www.angelo.edu/services/disability-services/disability-services-policy-statement.php If you need disability accommodations in this class, please see me as soon as possible so I can make those accommodations for you.
**Academic Advising:** The College Arts & Humanities 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.

**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 the Student Handbook, accessed at: [https://www.angelo.edu/student-handbook/](https://www.angelo.edu/student-handbook/).

**Religious Holidays observance.** University Policy/Procedure Re: Religious Holidays
1. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20.
2. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.
3. A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.
### Class Syllabus Fall 2018:

<table>
<thead>
<tr>
<th>Week</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Sept. 4-6</td>
<td>Begin to work with design styles. Mondrian Design Style discussed. Silhouette style discussed. Big Type style discussed. Discussion of business cards (2&quot; x 3.5&quot;), letterhead (8.5&quot; x 11&quot;), and envelopes (9&quot; x 4&quot;). Complete setup of project files. Lab #1: Mondrian letterhead, Lab #2 Silhouette letterhead</td>
</tr>
<tr>
<td>Sept. 18-20</td>
<td>Typography lecture, Typography &amp; Typography lab. Project discussion--work on CD setup. CH 12-14</td>
</tr>
<tr>
<td>Sept. 25-27</td>
<td>Lab pkg Assignment 1: personal package will be due next week (4 pages -- in color). Start on your Profit pkg also.</td>
</tr>
<tr>
<td>Oct. 2-4</td>
<td>Turn in package #1 in class Thursday for a lab grade. You should have begun work for your non-profit client and/or work on logos for your next two clients. Midterm test in 2 weeks.</td>
</tr>
<tr>
<td>Oct. 9-11</td>
<td>Midterm review, Packaging lectures, Advertising/PR Lectures Package 1 returned and discussed.</td>
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<tr>
<td>Oct. 23-25</td>
<td>Profit client package due Thursday for a lab grade. Project work, as we have time.</td>
</tr>
<tr>
<td>Oct. 30- Nov. 1</td>
<td><strong>Dreamweaver CD preparations lecture.</strong> Project work. You need to have started your final package, as well, working on both your final packages this week.</td>
</tr>
<tr>
<td>Nov. 6-8</td>
<td>Non-profit Client Package is due on Tuesday for a lab grade. Continue with Dreamweaver. Project work. Discussion of presentation skills. Final package is due next week.</td>
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<tr>
<td>Nov. 13-15</td>
<td>Further presentation lectures--presentation should be on the website. Final package due Thursday this week.</td>
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<tr>
<td>Nov. 20-22</td>
<td>Final package returned Tuesday with lab grade and critique. Burn presentation CD before the end of the class on Tuesday next week. <strong>Thanksgiving!! Drive carefully!!</strong></td>
</tr>
<tr>
<td>Nov. 27-29</td>
<td><strong>Complete Printed Final Project due Tuesday.</strong> Presentation CD turned in Tuesday. Final exam review. Presentations begin Thursday with Group 1. Adhere to the assigned speaking time limit.</td>
</tr>
<tr>
<td>Dec. 4-6</td>
<td>Group #2 presentations on Tuesday; Group #3 presentations on Thursday.</td>
</tr>
<tr>
<td>Final Exam Tues Dec 11: 8-10 am in LC 304</td>
<td>Final Examination - comprehensive.</td>
</tr>
</tbody>
</table>

Have a wonderful Christmas Break/Winter Break!  
Congratulations, Graduates!  
Pax Vobiscum  
*(Peace be with you.)*