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**: You will be challenged 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**: 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


**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 (minus class attendance penalties):

- 35% = final exam
- 25% = average of all lab assignments
- 40% = final project grade on the 4 packages (60% project quality, 40% presentation quality)

**Assignments**

You will take one MIDTERM exam 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.

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 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: https://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 dept. 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/.

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.

**Title IX at Angelo State University:**

The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. **For more information** about Title IX in general you may visit [www.angelo.edu/title-ix](http://www.angelo.edu/title-ix).

Students are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator at:

**Michelle Boone, J.D., Director of Title IX Compliance/Title IX Coordinator**

Mayer Administration Building, Room 210
325-942-2022  michelle.boone@angelo.edu

You may also file a report online 24/7 at [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form).

If you are wishing to speak to someone about an incident in confidence, you may contact the **University Health Clinic and Counseling Center at 325-942-2173** or the **ASU Crisis Helpline at 325-486-6345**.
<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Jan 21-23</td>
<td>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. Lab #1: Mondrian letterhead, Lab #2 Silhouette letterhead</td>
</tr>
<tr>
<td>Feb. 4-6</td>
<td>Typography lecture, Typography &amp; Typography lab. Project discussion--work on CD setup. <strong>CH 12-14</strong> Lab pkg Assignment 1 Due next week</td>
</tr>
<tr>
<td>Feb. 11-13</td>
<td>Personal package (pkg #1) due in class on <strong>Thursday</strong>. (4 pages -- in color). Start on your Profit pkg also.</td>
</tr>
<tr>
<td>Feb. 18-20</td>
<td>Graded Package 1 returned Tuesday. You should have begun work for your non-profit client and/or work on logos for your next two clients. <strong>Review for Midterm Exam</strong></td>
</tr>
<tr>
<td>Feb. 25-27</td>
<td><strong>MIDTERM EXAM IN CLASS TUESDAY!</strong> Packaging lectures, Advertising/PR Lectures Profit package will be due next week!!!</td>
</tr>
<tr>
<td>Mar. 3-5</td>
<td>Composition, brochures, book/cd covers, &amp; posters lectures project work. <strong>Profit Client package due Thursday for a lab grade!!</strong></td>
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<tr>
<td><strong>Mar. 9-13</strong></td>
<td><strong>Spring Break!! Drive Safely and Return to us Monday Mar, 17th!</strong></td>
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<tr>
<td><strong>Mar. 17-19</strong></td>
<td>Profit client package returned as soon as you have access to CorelDraw. Practice getting on BlackBoard Collaborate Ultra Tuesday and on Thursday, join the session at 8 a.m.</td>
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<tr>
<td>Mar. 24-26</td>
<td><strong>We will either have CorelDraw 2018 for your access or I will be sending CorelDraw 2020 tutorials. Watch asynchronous videos this week: they will either be about how to work with Corel 2020 (if we can’t get access to the 2018 version), OR they will help you do your nonprofit in 2018 if we (hopefully) get access to CorelDraw 2018.</strong></td>
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<tr>
<td>Mar 31- Apr. 2</td>
<td>Asynchronous videos on your nonprofit package and how to put it all in a PowerPoint presentation for your final project presentation.</td>
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<tr>
<td>Apr. 7-9</td>
<td>Further presentation lectures--presentation should be on the website. <strong>Final package due Thursday this week.</strong></td>
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<tr>
<td>Apr. 14-16</td>
<td>Final package returned Tuesday with lab grade and critique. Send me your final package of the three projects next week, so you need to clean up the packages.</td>
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<tr>
<td>Apr. 21-23</td>
<td>Complete Printed Final Project due <strong>Tuesday</strong>. Check of PowerPoint. Final exam review.</td>
</tr>
<tr>
<td><strong>Tuesday May 5</strong></td>
<td><strong>Final Presentations in Class 8-10 a.m. on BlackBoard Collaborate Ultra.</strong></td>
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Have a wonderful Summer Break!  
Congratulations, Graduates!  
Pax Vobiscum  
(Peace be with you.)