

Course Syllabus

[Jump to Today](#)

 **Edit**

OVERVIEW

A comprehensive course involving an in-depth study of advanced design problem-solving, including marketing strategies, exploring design solutions, dealing with clients, estimating costs, presentation, and production techniques.

3 Credit hours

3 Contact hours

COURSE GOALS

- Properly present ideas through the use of visual and verbal communication, critique presentation, and proper selection of materials.
- Identify, collect, and utilize industry resources, tools, services, and outlets.
- Proper use of design and typography principles learned in prerequisite courses to intentionally convey a message that is clear, not over-designed, and without redundancy.
- Relate classroom projects and presentations to career and industry expectations and opportunities.
- Gain further understanding of the application of color theory and how it relates to the proper production of solutions.
- Sharpen the ability to properly apply design principles.

LAB TIME

The College recommends that students spend 3 hours working each week for every credit hour of the course to be successful. As this is an online class, this means that students should plan to spend around 12 hours per week working on projects. 3 hours that would normally be spent in class for a face-to-face setting and the typical 9 hours outside of that time for project development.

COMPUTER LITERACY

During this course, students will be expected to apply all software and prepress knowledge obtained in prerequisite courses. No computer instruction will be given, however, the instructor may provide helpful suggestions for computer processes beyond prerequisite exposure. It is expected that students understand and apply fundamental software

CONTACT

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Emails with specific questions will be answered within 24 hours. Students who need more than a brief response should arrange a meeting.

Messages should consist of your name, your class and class time, and a brief but detailed message.

HOW I WILL CONTACT YOU:

All students should have an Atlas email account. Any communication for the class in general, or to an individual student, will be sent through Atlas email. I regularly send notices. It is the student's responsibility to check their Atlas email and general account on a regular basis. Not doing so is not an excuse for missing information I send you and/or any class notifications that may be sent.

I've also set up a Slack group where we can share events, opportunities, and resources, as well as, provide increased feedback from week to week.

PREREQUISITES

GRA 2113C with a minimum grade of C or departmental approval.

GRADING

A 100–90 = Exceptional achievement, demonstrated in work of keen understanding and an optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements.

knowledge and/or remediate themselves on technical concepts that they know might need improving. Cross-platform problems, disk failure, lack of internet connection, font problems, printing problems, file format problems, and/or any technical problems students might encounter are not legitimate reasons for projects being late or turned in below quality expectations. Being properly prepared to encounter and troubleshoot such problems (for example, backing up files, printing frequent proofs, etc.) is expected of students at this course level.

Basic Technical Requirements for Canvas:

<https://community.canvaslms.com/docs/DOC-10721-67952720328>

<https://community.canvaslms.com/docs/DOC-10721-67952720328>

DUE DATES

No assignments will be accepted late. Late assignments will be given a grade of zero! The acceptance of late assignments due to legitimate absences will be handled on a case-by-case basis at the discretion of the instructor. These emergency situations require a *documented* and *qualifying* explanation. No exceptions.

ACADEMIC HONESTY

Cheating of any kind will not be tolerated. If caught cheating a "0" for that project/test will be given and you may be withdrawn from the course. Do not allow anyone to use your mouse or keyboard or complete any part of your projects. Lab personnel may help if you are having trouble with your computer and may answer verbal questions concerning hardware or software, though they aren't here to teach you a program. Copying or deleting files without permission or that are not your own could be considered cheating.

ATTENDANCE AND PARTICIPATION

Attendance is determined by consistently logging in, accessing the course content, and completing assignments in accordance with the course schedule. It is expected that students log-in several times a week in order to complete this course satisfactorily. Students not taking the course with sincerity and seriousness are encouraged to withdrawal to prevent a reduction in their overall GPA.

Here is a recommended timeline for this course*:

Monday–Tuesday: schedule 3 hours for "class time," checking discussion requirements and reviewing provided material

Monday–Thursday: make progress on assigned project

Thursday–Friday: create original post w/ project progress

B 89–80 = High achievement, demonstrated in work of consistent effort, intelligence, and mastery of course competencies.

C 79–70 = Satisfactory completion of course requirements and mastery of essential course competencies.

D 69–60 = Unsatisfactory completion of essential course material.

F 59 & below = Failure to perform required work or to master required course materials and competencies.

Grading Breakdown

Job 1 (Period Piece Brand Campaign) = 25%

Job 2 (Recipe Book Layout Design) = 35%

Job 3 (360° Experiential Design) = 30%

Discussions/Participation = 10%

SUGGESTED TEXT

UNIVERSAL PRINCIPLES OF DESIGN, REVISED AND UPDATED

by William Lidwell, Kritina Holden, Jill Butler

ISBN-13: 978-1592535873

IMPORTANT DATES

Withdrawal Deadline: Friday, June 26, 11:59 PM

Memorial Day: Monday, May 25

SUPPLIES

- Online Storage (such as Dropbox, Google Drive, Box, etc)
- External Storage Media: USB or Firewire device 8 GB minimum
- Funds for stock photos and product mockups (est. \$100)
- Printing costs when necessary
- Sketchbook

Friday–Sunday: respond to 2 or more classmates' posts

Monday: begin making revisions based on feedback

**Create a schedule that works for you!*

WITHDRAWAL

The withdrawal deadline is JUNE 26

Students may only withdraw themselves up until the withdrawal deadline for a grade of W. Students who do not withdraw themselves prior to the withdrawal deadline will be given whatever grade was earned for the course as their final grade.

If a student misses the final exam they will receive the grade earned (including point deductions for participation and a zero for the final exam.)

Students who miss the final exam due to qualifying and documented reasons should contact the instructor &/or Division Dean for consideration of an INCOMPLETE for the course. If granted, your grade will be marked as an "I" and you will be required to arrange and complete the coursework the following semester or the INCOMPLETE will automatically be switched to a FAIL grade. This includes summer terms and is not reversible.

Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F."

If you do not intend to complete the course, you must withdraw yourself prior to the withdrawal date.

TVCA (Think, Value, Communicate, Act)

Each student's grade will be based upon how he/she meets the TVCA requirements *in addition to* the completion of tests, quizzes, research assignments, projects, and tutorials. These observations will be subjective and will rely on the individual student to communicate such efforts. Students will be provided with a descriptive list of definitions and expectations that they will be expected to meet. These items are, but are not limited to, excellence in oral directions, written directions, independent learning, problem-solving, initiative, effort, self-evaluation, improvement, attendance, appropriate use of class time, preparation, out of classwork, meeting deadlines, time management, responsibility, verbal interaction, non-verbal expression, response to email, participation in class or critique, ability to express concepts and response to comments. All categories have been selected based upon the industry response to a survey that determined that students not scoring 'excellent' in such categories would not be considered for hire at those industry organizations. It is in the best interest of the student to have such skills when looking for work as a designer. Just as

- Ruler, 18" - cork-backed metal recommended
- Exacto knife or cutting implement and extra blades
- Tracing Paper Pad; 9" × 12" minimum size
- Black on black matte board for mounting projects

SPECIAL NEEDS

Students with disabilities who qualify for academic accommodations must provide a letter from the office for students with disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The office for students with disabilities determines accommodations based on appropriate documentation of disabilities.

BAYCARE

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance Program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. Free face-to-face counseling is also available.

EXTRA CREDIT

Up to 6 points of credit may be earned toward your overall grade by attending gallery opening receptions or other pre-approved seminars, conferences, workshops, etc. Virtual events will also be allowed. To attain credit, you must attend the entire event and write a 400-word piece summarizing the event and sharing your key takeaways about the experience. This

earning a degree does not entitle a student to a well paying job, students should also understand that simple completion of assigned tasks in this course does not entitle a student to a passing grade.

Students may be asked to complete a self-evaluation in order to help them determine their TVCA weaknesses and to give them an opportunity to improve such skills.

PRESENTATION & CRITIQUE

On the date projects are due, critiques will be held. Industry professionals will be invited to participate in critiques on Zoom. Fellow students will also provide constructive criticism and ask questions as necessary. Critique participation will be factored into your grade.








Students may be asked to participate in class discussions on Slack, an industry-standard team communication platform. This is highly recommended for effective active learning purposes.






should address the application of the material to this course and your future design career. Extra credit turned in by the final exam period.






All extra credit must be pre-approved by the instructor.

Changes to the course calendar may be made at the discretion of the professor, and students will be notified of any changes in class and/or via the Canvas Inbox conversations tool.

Course Summary:

Date	Details
Thu May 7, 2020	 Week 1 (REQUIRED FOR ATTENDANCE) (https://online.valenciacollege.edu/courses/75919/assignments/1671630) due by 11:59pm
Fri May 8, 2020	 Job 1: Research, Creative Brief, and Mood Board (https://online.valenciacollege.edu/courses/75919/assignments/1671631) due by 11:59pm
	 Job 2: Research, Creative Brief and Mood Board (https://online.valenciacollege.edu/courses/75919/assignments/1697527) due by 11:59pm
Fri May 15, 2020	 Job 1: Logo Sketches (https://online.valenciacollege.edu/courses/75919/assignments/1671629) due by 11:59pm
	 Job 2: Recipes Content + Grid Sketches (https://online.valenciacollege.edu/courses/75919/assignments/1704785) due by 11:59pm
Fri May 22, 2020	 Job 1: Logo Refinement, Stationery, and Packaging Design (https://online.valenciacollege.edu/courses/75919/assignments/1696970) due by 11:59pm
	 Job 2: Single Recipe Layout Design (https://online.valenciacollege.edu/courses/75919/assignments/1704882) due by 11:59pm

Date	Details	
Fri May 29, 2020	 Job 1: Refinement + Website Homepage and Full Page Ad (https://online.valenciacollege.edu/courses/75919/assignments/1696986)	due by 11:59pm
	 Job 2: Recipe Page Refinement (https://online.valenciacollege.edu/courses/75919/assignments/1704881)	due by 11:59pm
Fri Jun 5, 2020	 Job 1: Full Brand Refinement (https://online.valenciacollege.edu/courses/75919/assignments/1696988)	due by 11:59pm
	 Job 2: Cover Design + Splash Pages (https://online.valenciacollege.edu/courses/75919/assignments/1704886)	due by 11:59pm
Thu Jun 11, 2020	 Job 1: Presentation and Final Critique (https://online.valenciacollege.edu/courses/75919/assignments/1694831)	due by 6pm
Fri Jun 12, 2020	 Job 1: Final Files (https://online.valenciacollege.edu/courses/75919/assignments/1671633)	due by 11:59pm
	 Job 2: Introduction + All Recipes Layout (https://online.valenciacollege.edu/courses/75919/assignments/1705004)	due by 11:59pm
	 Job 3: Creative Brief + Mood Board (https://online.valenciacollege.edu/courses/75919/assignments/1711295)	due by 11:59pm
Fri Jun 19, 2020	 Job 2: Introduction + All Recipes Refinement (https://online.valenciacollege.edu/courses/75919/assignments/1705006)	due by 11:59pm
	 Job 3: Logo Sketches (https://online.valenciacollege.edu/courses/75919/assignments/1711296)	due by 11:59pm
Fri Jun 26, 2020	 Job 2: Table of Contents (https://online.valenciacollege.edu/courses/75919/assignments/1705014)	due by 11:59pm
	 Job 3: Logo Refinement, Invitation, Badge, and Swag Bag (https://online.valenciacollege.edu/courses/75919/assignments/1711297)	due by 11:59pm
Fri Jul 3, 2020	 Job 2: Full Book Refinement (https://online.valenciacollege.edu/courses/75919/assignments/1705015)	due by 11:59pm
	 Job 3: Refinement + Environmental Design (https://online.valenciacollege.edu/courses/75919/assignments/1711298)	due by 11:59pm
Fri Jul 10, 2020	 Job 2: Final Proof (https://online.valenciacollege.edu/courses/75919/assignments/1705032)	due by 11:59pm
	 Job 3: Refinement + Advertising (https://online.valenciacollege.edu/courses/75919/assignments/1711299)	due by 11:59pm
Thu Jul 16, 2020	 Job 2: Presentation and Final Critique (https://online.valenciacollege.edu/courses/75919/assignments/1704883)	due by 11:59pm

Date	Details
Fri Jul 17, 2020	 Job 2: Final Files (https://online.valenciacollege.edu/courses/75919/assignments/1671634) due by 11:59pm
	 Job 3: Final Proof (https://online.valenciacollege.edu/courses/75919/assignments/1711300) due by 11:59pm
Thu Jul 23, 2020	 Job 3: Presentation and Final Critique (https://online.valenciacollege.edu/courses/75919/assignments/1711301) due by 6pm
Fri Jul 24, 2020	 Job 3: Final Files (https://online.valenciacollege.edu/courses/75919/assignments/1671635) due by 11:59pm
Tue Jul 28, 2020	 Extra Credit: Creative Event Attendance (https://online.valenciacollege.edu/courses/75919/assignments/1671632) due by 11:59pm