

# ADVANCED GRAPHIC DESIGN I GRA2113C

FALL 2022 | Thursdays, 6:00 PM real-time virtual

## OVERVIEW

Advanced design problem, addressing practical problems relevant to contemporary industry standards in graphic design. Includes marketing strategies, exploring design solutions, presentation, and production techniques. Emphasis is placed on producing concept-to-execution advertising design campaigns and developing work for portfolio.

3 Credit hours

2.75 Contact hours

## MAJOR TOPICS

- Resources and application of industry-standard presentation, communication, materials, and proper execution of ideas using industry-standard equipment.
- 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.
- Relating classroom projects and presentations to career and industry expectations and opportunities.
- Further understanding of the application of color theory and how it relates to proper production of solutions.

## 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 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> (Links to an external site.)

## 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, plagiarism, or copyright infringement 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. In this course, you are expected to complete all design components. This includes all vector illustration work. It is fine to use properly sourced, royalty-free photography in the course, but ALL illustrations must be fully created by you the student. 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 attending each virtual class period and 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.

Semester "No Show" Status

## CONTACT

Aleitha Burton Morgan

[aburton6@valenciacollege.edu](mailto:aburton6@valenciacollege.edu)

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

C or higher in GRA 1203C and GRA 1933C and GRA 1206C or department 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.

**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

TVCA = 10%

Quizzes = 10%

Foundational Principles Exercises = 25%

Semester Project Development = 25%

Semester Project Final Submission = 30%

## SUGGESTED TEXT

### ADVERTISING BY DESIGN

by Robin Landa

ISBN-13: 978-1118971055

### ADVERTISING NOW. PRINT

by Julius Wiedemann

Class attendance is required beginning with the first class meeting. If you do not attend the first class meeting, you may be withdrawn at the end of the first week as a "no show". If you are withdrawn as a "no show," you will be financially responsible for the class and a final grade of "WN" will appear on your transcript for the course.

Students will be required to complete the [Week 1 \(REQUIRED FOR ATTENDANCE\) discussion post](#) within the no-show period. **Note that attending the first Zoom session DOES NOT meet the week 1 attendance requirement. The discussion post must be completed.**

## WITHDRAWAL

The withdrawal deadline is **FRIDAY, OCTOBER 28 at 11:59 PM**.

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 an 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 these skills when looking for work. Just as 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

At the end of the semester, you will be turning in **two presentations** for this project in addition to the packaged, print-ready files for all of your deliverables. One will be a **process presentation** and the other a **client presentation**. Your process presentation will contain a compilation of your weekly progress in a digital format. Your client presentation will focus on the **final decisions** made and connects them to the brand goals you've outlined.

At the end of the semester, a final critique will be held. There may also be time allotted throughout the semester for mini face-to-face critiques as needed. Industry professionals will be invited to participate on Zoom for the final critique. 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.

## FINAL PROJECT SUBMISSIONS

You will be submitting all final files digitally throughout the semester. In the submission area here on Canvas, you must submit a pdf of your client presentation for the rebranding project. You will then need to submit your packaged native files in a cloud storage link I will provide. **Your pdf submission here on Canvas and native files in the provided cloud dropbox must both be submitted by the project deadline.**

## 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

ISBN-13: 978-3822840276

## UNIVERSAL PRINCIPLES OF DESIGN, REVISED AND UPDATED

by William Lidwell, Kritina Holden, Jill Butler

ISBN-13: 978-1592535873

## IMPORTANT DATES

**Drop/Refund Deadline:** Monday, August 29, 11:59 PM

**Withdrawal Deadline:** Friday, October 28, 11:59 PM

**Labor Day:** Monday, September 5

**Veterans' Day:** Friday, November 11

**Thanksgiving Holiday:** Wednesday, November 23–Sunday, November 27

## 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
- Ruler, 18" - cork-backed metal recommended
- Exacto knife or cutting implement and extra blades
- Tracing Paper Pad; 9" x 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.

## STUDENT ILLNESS

If you are unable to participate in the course due to illness, family emergency, etc., please communicate with me as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence, please communicate with me as soon as possible in order to create a plan for the best course of action.

## DISTANCE TUTORING & TECHNOLOGY SUPPORT AT VALENCIA

write a 400-word piece summarizing the event and sharing your key takeaways about the experience. This should address the application of the material to this course and your future design career. Extra credit must be turned in by the final exam period. **All extra credit must be pre-approved by the instructor.**

## INTELLECTUAL FREEDOM & VIEWPOINT DIVERSITY: (HB 7 AND 233)

As a registered student in this class, you assume the responsibility for conducting yourself in a manner that contributes positively to Valencia's learning community as described in the Student Code of Conduct. My role as an instructor is to facilitate academic discussions and promote critical thinking about sometimes challenging and uncomfortable facts and ideas. Your peers and instructor may share diverse ideas and viewpoints, or we may differ in our ideas and viewpoints, but we will always be respectful of other opinions as provided by the law and as expected in an academic environment. No lesson is intended to espouse, promote, advance, inculcate, compel a particular feeling, perception, viewpoint, or belief in a concept. Concepts as presented are not endorsed by the instructor but are presented as part of the larger course of instruction. Should a student feel uncomfortable with how course content is presented or discussed, please contact the instructor for further conversation.

As your professor, I'm committed to giving you as many opportunities and resources to support your learning as possible. Therefore, you may find it beneficial to record class lectures to review later. Please keep in mind that you do not have your peers' permission to record them, and they have a right to privacy; your peers should not be in your recordings. You may not record class discussions, student presentations, labs, group work, and private conversations. These recordings are permitted for your own personal use; you should contact me to discuss sharing options. Note that while these recordings are useful for review, we want you to attend classes for your insights and questions; these recordings are not substitutes for class participation and attendance. Should you have any concerns or questions, please feel free to contact me through Atlas email or Canvas message.

## SUPPORT SERVICES

### GRAPHICS LABS CONTACT:

Students should call to reserve seats in the open lab.

[Virtual printing](#) will be continued.

|   |   |  |
|---|---|--|
| <p><b>EAST CAMPUS LAB:</b></p> <p>building 1, rooms 213-215</p> <p>phone: 407-582-2878</p> <p>email: <a href="mailto:graphics-lab-east@valenciacollege.edu">graphics-lab-east@valenciacollege.edu</a></p> <p>Dennis Santspre, Instructional Lab Supervisor<br/><a href="mailto:DSantspre@valenciacollege.edu">DSantspre@valenciacollege.edu</a>, x 2361</p> | <p><b>WEST CAMPUS LAB:</b></p> <p>building 3, rooms 150 &amp; 151</p> <p>phone: 407-582-5217</p> <p>email: <a href="mailto:graphics-lab-west@valenciacollege.edu">graphics-lab-west@valenciacollege.edu</a></p> <p>Andy Hamer, PT Instructional Lab Asst.<br/><a href="mailto:rhamer@valenciacollege.edu">rhamer@valenciacollege.edu</a> x 1592</p> | <p><b>OSCEOLA CAMPUS LAB:</b></p> <p>building 1, rooms 244 &amp; 246</p> <p>phone: 321-682-4207</p> <p>email: <a href="mailto:graphics-lab-osceola@valenciacollege.edu">graphics-lab-osceola@valenciacollege.edu</a></p> <p>Todd Ribardo, Learning Support Tech Sup. Sr.<br/><a href="mailto:tribardo@valenciacollege.edu">tribardo@valenciacollege.edu</a>, x 4147</p> <p>Haley Bagdonas, PT Instructional Lab Asst.<br/>x 4207</p> |
| <p><b>EAST LAB HOURS &amp; SERVICES:</b></p> <ul style="list-style-type: none"> <li><a href="#">Virtual Lab Support via Slack</a></li> <li><a href="#">Virtual Printing via online requests (2 "working lab days" turn-around time)</a></li> </ul> <p>M-F: 10am-9pm</p> <p>Saturday: 10am-3pm</p>   | <p><b>WEST LAB HOURS &amp; SERVICES:</b></p> <ul style="list-style-type: none"> <li><a href="#">Virtual Lab Support via Slack</a></li> <li><a href="#">Virtual Printing via online requests (2 "working lab days" turn-around time)</a></li> </ul> <p>M-F: 9am-9pm</p> <p>Saturday: 9am-3pm</p>   | <p><b>OSCEOLA LAB HOURS &amp; SERVICES:</b></p> <ul style="list-style-type: none"> <li><a href="#">Virtual Lab Support via Slack</a></li> <li><a href="#">Virtual Printing via online requests (2 "working lab days" turn-around time)</a></li> </ul> <p>Monday: 10am-3pm</p> <p>Tuesday: 12:00pm-5:00pm</p> <p>Wednesday: 2:30pm-7:30pm</p> <p>Thursday: 12:00pm-5:00pm</p> <p>Friday: 10:00am-3:00pm</p>                           |

### GRAPHICS VIRTUAL LAB SUPPORT:

You can easily access Valencia's *free* distance tutoring and tech support from a computer, laptop or mobile device.

- Distance tutoring services are provided fully online via Zoom. Through this service, you will receive real-time assistance via a Valencia tutor. Online tutoring is offered in: mathematics, sciences, accounting & economics, computer programming, EAP and foreign languages, and writing.
- Online Learning Technology Support services are also available. You can receive assistance with navigating: Canvas, OneDrive, Zoom, YouTube, Microsoft Office (Word, Excel, & PowerPoint), and Honorlock. Support is also provided for video editing (via iMovie and MovieMaker) and converting documents from a Mac to PC. For your convenience, tech support is available live (on-demand) via Zoom, by appointment, or via email.

To get started using the Distance Tutoring and Learning Technology Support services, please visit [our distance tutoring site](#). Through this site, you can view the schedule of tutors/tech support assistants, find available times, learn more about the services, and access a collection of supplemental resources that are available 24/7.

## COVID RESOURCES

*If you feel ill, test positive for COVID-19 or come in contact with someone who has tested positive, or if you think you have been exposed to COVID-19 and you have been on a Valencia campus or location in the last week, contact Tanya Mahan, HR analyst and Valencia's specially trained COVID-19 case manager at [COVIDillness@valenciacollege.edu](mailto:COVIDillness@valenciacollege.edu), or 407-299-5000, extension 3047. This is a crucial first step toward keeping our community safe and limiting the potential spread of the coronavirus.*

For students who are unable to continue learning remotely due to illness: notify your instructor(s) that you are ill and unable to complete your assignments. Your instructor(s) will work with you (with the support of the dean, if needed) to support you.

If you are unable to participate in the course for other reasons, e.g. illness, family emergency, etc., please communicate with me as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence of one week or more, continuation in the course will be determined on a case-by-case basis through discussion between you and your professor.

**Community Resources:** Testing sites, vaccination sites, Internet & WiFi Access, Jobs & Unemployment, Rent, Housing & Evictions, Community Resources, Food Assistance, Utilities, Mental Health Support.

**Other helpful links:**

[HEERE I / CARES Act](#)

—Student Emergency Grant Info and Updates

Our Slack workgroup is where you can find help while working remotely. It's where the people you need, the information you share, and the tools you use come together to get things done.

[Join the Valencia Graphics Slack](#)

#### GRAPHICS INFORMATION ON THE WEB:

Graphic & Interactive Design program site & blog: [valenciagraphicdesign.com](http://valenciagraphicdesign.com)

Graphic & Interactive Design program on Facebook: [facebook.com/valenciagraphics](https://facebook.com/valenciagraphics)

#### VIRTUAL PRINT SERVICES FOR GRAPHICS COURSES

Each campus will have staff on campus to fulfill student printing needs virtually. Use this [link to order/submit files for print](#) virtually, and you will be able to pick up printing at any of the three campuses you choose to send the order to.

Students should allow up to 2-days turn-around time for virtually submitted print jobs. Please call the lab if you have questions or concerns about the print job. MASKS ARE EXPECTED FOR ALL VISITORS TO THE LAB. Alternatively, you can reserve a seat in the open lab and print directly, allowing you to proof and make corrections on-site.

[Direct link to form](#) Or Call the lab to reserve a seat in an open lab.

#### GRA CAREER PROGRAM ADVISORS:

Students declared as A.S. Degree-seeking or Technical Certificate-seeking are provided access to Career Program Advisors (on each campus) to help guide them through the process of earning their degree. CPAs can be a huge help navigating college and we suggest students make early and regular check-ins with their campus CPA. Appointments can be made online. Please make certain to email CPAs only from your Valencia College email address and be sure to include your VID.

| EAST CAMPUS:   | WEST CAMPUS:  | OSCEOLA CAMPUS:  |
|--|---|--|
| Niurka Rivera  | Heidi Shugg   | Roxana Boulos  |
| Building 3, room 106f [east],  | Building 3, room 140 [west],  | Bldg, 3 room 319e [osceola]  |
| <a href="mailto:nrivera4@valenciacollege.edu">nrivera4@valenciacollege.edu</a> | <a href="mailto:hshugg1@valenciacollege.edu">hshugg1@valenciacollege.edu</a>  | <a href="mailto:rboulos1@valenciacollege.edu">rboulos1@valenciacollege.edu</a> |
|  | TO SCHEDULE AN APPOINTMENT  |  |
|  | <a href="http://bit.ly/AdvisingWithHeidi">http://bit.ly/AdvisingWithHeidi</a> |  |

[Counseling and Advising for Students](#)

[Student Self – Referral Counseling Support Form](#)

[The Self-Care Corner](#) VC Counseling's Newsletter

[Valencia Counselors Information](#)

BayCare Free Mental Health Counseling for Students:

(800) 878-5470 / email at [BayCareSAP@baycare.org](mailto:BayCareSAP@baycare.org)

[VALENCIA'S FOOD PANTRY– Pooky's Pantry](#)

**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:

| <b>Date</b>      | <b>Details</b>  | <b>Due</b>     |
|------------------|---|----------------|
| Fri Aug 26, 2022 | <b><u>Building a Process Presentation Deck — EXERCISE</u></b>                           | due by 11:59pm |
|                  | <b><u>How to Build a Compelling Presentation Quiz</u></b>                               | due by 5:30pm  |
| Thu Sep 1, 2022  | <b><u>Mind Mapping for a Brand Name – EXERCISE</u></b>                                  | due by 9pm     |
|                  | <b><u>Building a Process Presentation Deck – REVISIONS</u></b>                          | due by 11:59pm |
| Thu Sep 8, 2022  | <b><u>Market Research Quiz</u></b>  | due by 5:30pm  |
| Fri Sep 9, 2022  | <b><u>Using a Brand Style Guide — EXERCISE</u></b>                                      | due by 11:59pm |
|                  | <b><u>Branding Guidelines Quiz</u></b>  | due by 5:30pm  |
| Thu Sep 15, 2022 | <b><u>Rebranding Campaign: Brand Vibe and Mood Board</u></b>                            | due by 5:30pm  |
|                  | <b><u>Rebranding Campaign: Market Research Presentation</u></b>                         | due by 11:59pm |
| Wed Sep 21, 2022 | <b><u>Rebranding Campaign: Updated Museum Brand Name</u></b>                            | due by 11:59pm |
|                  | <b><u>Rebranding Campaign: Logo Sketches</u></b>  | due by 5:30pm  |
| Thu Sep 22, 2022 | <b><u>Utilizing Typography and Color Quiz</u></b>                                       | due by 5:30pm  |
|                  | <b><u>Type and Color Hierarchy Execution — EXERCISE</u></b>                             | due by 11:59pm |
|                  | <b><u>Anatomy of an Identity Package Quiz</u></b>                                       | due by 5:30pm  |
| Thu Sep 29, 2022 | <b><u>Guide to Grid Systems Quiz</u></b>  | due by 5:30pm  |
|                  | <b><u>Rebranding Campaign: Logo Sketches Refinement + Brand Type and Color</u></b>      | due by 5:30pm  |
| Thu Oct 6, 2022  | <b><u>Rebranding Campaign: Digitized Logo + Brand Stationery + Finalized Colors</u></b> | due by 5:30pm  |
|                  | <b><u>Rebranding Campaign: Revisions–Brand Vibe and Mood Board</u></b>                  | due by 11:59pm |
| Thu Oct 13, 2022 | <b><u>Rebranding Campaign: Website Homepage</u></b>                                     | due by 11:59pm |
|                  | <b><u>Brand Infographic — Revisions</u></b>   | due by 5:30pm  |
| Thu Oct 20, 2022 | <b><u>Rebranding Campaign: Visitor Guide + Environmental Design</u></b>                 | due by 5:30pm  |
| Thu Oct 27, 2022 | <b><u>Rebranding Campaign: Advertising Concept + Headlines + Media Kit</u></b>          | due by 5:30pm  |
| Thu Nov 3, 2022  | <b><u>Rebranding Campaign: Full Page Ad Campaign</u></b>                                | due by 11:59pm |
| Fri Nov 11, 2022 | <b><u>Rebranding Campaign: Resized Ads + Social Media Ad + Outdoor Ad</u></b>           | due by 11:59pm |

| Date             | Details  | Due            |
|------------------|--|----------------|
| Thu Nov 17, 2022 | <u>Rebranding Campaign: Refinement Process 1 + Branding Guidelines</u> | due by 5:30pm  |
| Thu Dec 1, 2022  | <u>Rebranding Campaign: Refinement Process 2</u>                       | due by 6pm     |
| Mon Dec 5, 2022  | <u>Extra Credit: Creative Event Attendance 1</u>                       | due by 11:59pm |
|                  | <u>Extra Credit: Creative Event Attendance 2</u>                       | due by 11:59pm |
|                  | <u>Extra Credit: Creative Event Attendance 3</u>                       | due by 11:59pm |
| Wed Dec 7, 2022  | <u>Client Presentation Quiz</u>  | due by 11:59pm |
|                  | <u>Final File Packaging and Preparation Quiz</u>                       | due by 11:59pm |
| Thu Dec 8, 2022  | <u>Rebranding Campaign: Presentation and Final Critique</u>            | due by 6pm     |
|                  | <u>Rebranding Campaign: Final Files</u>                                | due by 11:59pm |
| Fri Dec 9, 2022  | <u>Rebranding Campaign: Presentation Makeup</u>                        | due by 11:59pm |
|                  | <u>Preparedness</u>  |                |
|                  | <u>Professionalism</u>   |                |
|                  | <u>Roll Call Attendance</u>  |                |