

GRA 1413
Professional Development
for Designers
Course Syllabus/Schedule
Spring 2024
Valencia College

Prerequisite: none

Note: A grade of C or better in this course is a prerequisite for GRA 1206c Fundamentals of Typography

Instructor: Barbara Peterson

bpeterson@mail.valenciacollege.edu

Instructor's Frontdoor: <http://frontdoor.valenciacollege.edu/?bpeterson>

Office hours: no office

Phone (leave message): 407-582-3560

Course Delivery

This course is totally online through Canvas. You are not required to come to Valencia campus for any part of this course. You may use your personal or any computer to access the course or complete requirements. You will be utilizing Atlas, Valencia College website and various other sites to complete requirements.

Catalog Course Description

1 Credit/1 Contact hour

Students will learn how to best prepare for a career in design. Activities include developing an educational plan, and learning about employer expectations such as how to prepare for an internship or employment, designing a résumé, how to develop a portfolio and the importance of networking.

Supplies, Equipment, Software, etc. required

- No textbook is required
- Access to computer equipment and Internet connection necessary to run Canvas is required. [Link for minimum requirements](#). Reliable internet access is required, as excuses for failure to complete requirements due to computer failure or error will not be permitted. For best performance, Canvas should be used on the current or first previous major release of Chrome, Firefox, Edge, or Safari.
- [Acrobat Reader Install](#)
- Software requirements: though **not required** for this course, optionally you can purchase an annual subscription of Adobe Creative Cloud for student pricing through the [campus bookstore](#). If using ACC in a campus Graphics lab you must sign in using your own subscription. When using any design program you will need to save as a pdf file, NOT their native file formats. You may use MSWord or any program for text creation.
- USB Flash drive or Firewire device, or other backup of files is recommended if you don't have your own personal computer.
- A LinkedIn account and professor and classmates added as a Connection is required.

Learning Objectives/What We Will Doing

Weekly requirements are described in the Learning Modules (LM) on Canvas. A Learning Module is a unit of work that might encompass a week or more of activities. LMs could include readings, movies or pdf presentations, online searches and either an assignment or assessment and a discussion topic. Those are listed below and detailed in each LM on Canvas.

- *LM 1 All About You and How to Ace this Course*

We'll get an opportunity to meet each other, learn about our goals and dreams, and complete an assessment to determine if you have an understanding of requirements to be successful in this course.

- *LM 2 P1 & 2 What It Takes in a Creative Career*

Learning about our interests, skills and aptitudes are important in our career decision making. You'll take career tests, including a personality indicator to not only learn about yourself but also how to work as a team with others of similar or different personalities.

- *LM 3 Planning Ahead : Career and Education Goals*

Activities help to locate resources for your chosen major and develop an educational and financial plan.

- *LM 4 Find That Perfect Job or Internship*

Find out about resources available for that internship or job you'll eventually seek. Learn tips for interviewing, how to be prepared and what employers are looking for in new hires.

- *LM 5 It's Not What You Know It's Who You Know*

The value of networking can't be underestimated. But how do you even start? Learn how in this learning module.

- *LM 6 Show and Tell: Portfolio and Self-Promotion*

Those seeking a creative career can't even get their foot in the door without a killer portfolio and, unique for us, is a self-promo piece. Find out how to plan for that and view some incredible examples. Research a designer of your choice, diverse from you in some way.

- *LM 7 P1 & 2 Hire Me!*

Don't think you need or have anything to even start a résumé? It's never too early. View tons of information and examples. You'll get the opportunity to build your own profile in LinkedIn that can be saved as a résumé and you will review your teams' profiles.

- *LM 8 Final LM, Yay!: LifeMap Assignment Completed*

The final few weeks is a wrap up. You'll be turning in the LifeMap Assignment you've been working on all semester and letting us all know what you found most valuable about this course. You will also have the opportunity to make up any late assessments (deduction incurred) and turn in any remaining extra credit.

Course Content/Activities: this course is designed with 8 Learning Modules (LM). They can encompass one or more weeks depending of the semester and holidays. LMs can consist of the following:

Movies or Presentations. Some Learning Modules will have associated movies/videos or pdf presentations for you to view. At times assessments or assignments require that you've viewed them to answer questions.

Assignments. Assignments are associated with some Learning Modules. These will involve you completing the requirements and submitting files. All are defined in each Learning Module description.

Assessments. Assessments are associated with some Learning Modules. Each assessment is defined in the Learning Module.

Discussions. Discussion topics allow you to interact with other students, sharing successes, and completion of Lifemap tasks. The instructor will participate in discussions and answer questions at times though all are encouraged to participate, especially for rhetorical questions. Specific topics of discussion relate to each Learning Module. You are required to participate in these as they will be used as part of the grading criteria. Discussions are a good way to post comments and respond to fellow classmates, helping to make it feel more like being in a face-to-face class. Take some time to review your classmates' responses as you'll often find you learn much from your peers in addition to the coursework. You will receive a grade for your participation in discussions, posting the required response completely, answering all questions with a genuine effort, replying to others, and using correct spelling, punctuation and grammar. A grading rubric is provided.

Communicating with Instructor or Classmates (in general, communication from your instructor should be within 48 hours during regular business hours (Monday - Friday). In Canvas there are many ways to communicate.

Canvas Inbox: Students can receive/send messages from/to the instructor, individuals or groups through the InBox located on the left navigation bar once logged into Canvas. It is important to log in regularly or use the mobile app and check your Inbox.

Atlas email: Students are **required** to check their Atlas email account on a regular basis. Valencia uses email as the primary means of notifying students of important college business and information dealing with classes, registration, deadlines, financial assistance, tuition and fees, etc. You could receive group or individual email through Atlas or via your Canvas InBox. In the course and below there is information for how to forward your Atlas email to another account.

Announcements: Announcements will appear within your course navigation listing and you'll receive an email. You can reply to Announcement instead of messaging your instructor, if you prefer.

Canvas App on Mobile Devices

You can download the Canvas App for your mobile device from the App/Play Store. It is titled Canvas Student. This is a quick way for you to check your Inbox, Announcements or due dates through the Calendar. Though it is required you use a desktop, laptop or tablet device for completing assessments, discussion topics and assignment submissions many elements of Canvas are available through the app. You can also access Canvas through a browser on your mobile device though it is recommended you use the app.

How to Forward Email from Atlas (Make sure your forward allows group email avoid or check your spam folder)

1. Sign in to Atlas and go to your Atlas email
2. At bottom right under Your app settings select Mail
3. Now on the left you'll see Options.
4. Select Accounts>Forwarding.
5. Select Start forwarding and type in the email address you want to forward to. It is suggested you check "Keep a copy of forwarded messages".

Special Needs Accommodations

Students with disabilities who qualify for academic accommodations must provide a Notification to Instructor (NTI) form from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class; accommodations will not be applied retroactively. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities. At the time of notification, accommodation arrangements can be discussed. There are spoken videos of professionals and visuals with details that are required assignments. Closed captioning of all videos is provided. If necessary, your instructor or a representative from OSD will be available to meet with you individually to discuss your individual needs. For more information or [campus locations contact OSD](#).

Learning Support Services

Learning Support Services provides students with academic support through tutoring, library services, writing center and resources. Tutoring is offered in most academic disciplines including math, science and coursework specific to each campus. Online tutoring is offered through Smarthinking and can be accessed through Atlas. Assistance with library research can be accessed online through Atlas. For campus specific information, please visit the college-wide [Learning Support Services website](#)

Academic Honesty Policy/Plagiarism/Student Code of Conduct

Students are encouraged to interact, however, all work should still be done by the student turning in an assignment or taking an assessment. All work turned in under the name of each student is expected to be that of the student. Assessments should be taken in privacy and with you alone answering the questions. Cheating of any sort will not be tolerated. If caught cheating, you will receive a 0 for that requirement and risk withdrawal from the course. Plagiarism or Copyright Infringement is cheating (refer to the Student Handbook). For questions about appropriate conduct refer to Valencia's [Student Code of Conduct](#).

If you are repeating this course from a previous semester be aware that requirements may have changed. You may not use an assignment from a previous semester unless you have received prior permission. If you submit an old assignment without approval it will be considered cheating and will receive a 0 and you risk withdrawal from the course.

Attendance and Working Ahead

This course is totally online and you are expected to log on regularly. You are never required to come to campus. However, it is important that you keep up. You may turn in any requirement early, when possible. That's especially valuable if you're out of town or have a heavy work schedule. **The most common reason for lack of success is not logging on and meeting requirement due dates.** Your attendance is recorded in an online course and is used for financial aid audits.

Due Dates/Deadlines

You are provided a schedule with due dates and there is a final deadline for all. All requirements for a Learning Module will be due by a specific day at midnight (11:59 pm). Except for holidays that day is usually Tuesdays. Late extension are usually on Friday. Since for many weeks there is at least one assessment or assignment and a discussion topic due it is important that you pay close attention to the due dates and not miss anything. Once graded grades will appear in your Grades on Canvas within the course.

If you are unable to participate in the course for other reasons, e.g. illness, family emergency, etc., please communicate with your instructor as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in this 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.

- **Assessments:** exams/quizzes that are automatically graded. Due dates listed in the schedule however they will be accepted up to the make-up date noted in the Schedule but will incur a 10% deduction applied after the late extension. Assessments can not be taken more than once so make sure you are happy with your answers before submitting.
- **Assignments:** the LifeMap Assignment has Tasks within each Learning Module. Some tasks will have to be completed in order to do a Discussion topic, however the due date for the entire assignment is not until close to the end of the semester. Due dates and late extension (incurring a 10% deduction) are posted in the schedule. After that grace period they will not be accepted.
- **Discussion Topics:** participation in discussions is required. You will be expected to observe the [Rules of Netiquette](#). Discussion postings will be accepted up to 72 hours after the due date unless otherwise noted but will incur a 10% deduction. After that grace period they will not be accepted.

College Withdrawal Policy and Withdrawal Deadline

A student who withdraws from class before the withdrawal deadline posted in the Schedule following will receive a grade of "W". It is the attendance policy in this course that you will **NOT** be withdrawn after the withdrawal even if you are failing the course. A student is not permitted to withdraw from this class after the withdrawal deadline; if you remain in the class after the withdrawal deadline, you can only receive a grade of A, B, C, D, F or I. An I grade will be assigned only if near the end of the semester, you have completed the majority of requirements and if an extraordinary circumstance were to occur.

If you receive an I, the work missed must be made up during the following semester, at which time you will get an A, B, C, D or F. Failure to make up the work during the following semester will result in you getting a grade of F in the course. Any student who withdraws from this class during a third or subsequent attempt in this course will be assigned a grade of "F".

No Show Policy

Due to requirements by the Florida Dept of Education you **MUST** participate in this course for a gradable assignment no later than the end of the NO SHOW period - otherwise you will be considered a NO SHOW and you will be WITHDRAWN from the course. So here's what you have to do - it's easy.

1. Log onto the course at the beginning of the semester.
2. Participate in the minimum of Learning Module 1 Discussion Topic. **CHECK LAST PAGE SCHEDULE FOR THE DUE DATE**

Students on Financial Aid or Scholarships

In order to academically maintain financial aid, students must meet all of the following requirements. Detailed information about maintaining [satisfactory academic progress](#) (SAP) can be found at:

- Complete 67% of all classes attempted, and
- Maintain a Valencia GPA of 2.0 or higher, and
- Maintain an overall GPA of 2.0 or higher, and
- Complete degree within the 150% timeframe

Baycare Behavioral Health's Student Assistance Program

Valencia is committed to making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help that may assist them with psychological issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. Students have 24 hour unlimited access to the Baycare Behavioral Health's confidential student assistance program phone counseling services by calling (800) 878-5470 or email at BayCareSAP@baycare.org. Three free confidential face-to-face counseling sessions are also available to students.

Distance Tutoring & Technology Support at Valencia: 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 www.valenciacollege.edu/tutoring. 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.

Hours of Operation: Monday-Friday: 8 am – 10 pm, Saturday & Sunday: 9 am – 7 pm

House Bill 233

Postsecondary Education; Prohibits State Board of Education and BOG from shielding students, staff, and faculty from certain speech; requires State Board of Education to conduct annual assessment on intellectual freedom & viewpoint diversity; creates a cause of action for recording or publication of certain video or audio recordings; revises provisions related to protected expressive activity, university student governments, & codes of conduct.

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. CPA's 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 you email CPA's only from your Valencia College e-mail address and be sure to include your VID.

EAST CAMPUS

Niurka Rivera
Building 3, room 106f [east]
email: nriviera4@valenciacollege.edu

OSCEOLA CAMPUS

Roxana Boulos
Bldg, 3 room 319e [osceola]
email: rboulos1@valenciacollege.edu

WEST CAMPUS

Tamara Eicher
SSB, Rm 206 [west]
email: tamaraeichercareeradvisor@valenciacollege.edu

GRAPHICS & INTERACTIVE DESIGN LABS & SUPPORT:

Labs are open to all students registered in any GRA course. Our labs are always manned with lab aides and lab supervisors who are there to assist students with lab support. Although they are not tasked with doing so, it's inevitable that our lab staff provide mentoring, critique, guidance, and troubleshooting as they are all familiar with the hardware, software, and course requirements. Graphics lab hours, locations, and phone numbers are kept updated each semester on our website.

EAST CAMPUS LAB:

building 1, rooms 213-215
phone: 407-582-2762

OSCEOLA CAMPUS LAB:

building 1, rooms 244 & 246
phone: 407-582-4953

WEST CAMPUS LAB:

building 3, rooms 150 & 151
phone: 407-582-5217

VIRTUAL LAB SUPPORT:

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. It is not required in this course to [join Slack](#) but if you choose to it's a great way to connect. However, joining is not a requirement in this course.

ON THE WEB:

[Graphic & Interactive Design program site & blog](#)
[Graphic & Interactive Design program on Facebook](#)

COVID RESPONSE:

Face masks and distancing on campus is not required. If you feel ill, test positive for COVID-19, or come in contact with someone who has tested positive or think you have been exposed to COVID-19, please do not come to campus, and wear a mask in public to prevent the spread of COVID-19.

Valencia College Core Competencies

The faculty of Valencia College has identified four core competencies that define the learning outcomes for a successful Valencia graduate. These competencies are at the heart of the Valencia experience and provide the context for learning and assessment at Valencia College. You will be given opportunities to develop and practice these competencies in this class. The four competencies are:

1. Think - think clearly, and creatively, analyze, synthesize, integrate and evaluate in the many domains of human inquiry
2. Act - act purposefully, effectively and responsibly
3. Value - make reasoned judgments and responsible commitments
4. Communicate - communicate with different audiences using varied means

Make-up Policy

- Discussion topics: have a late extension of 72 hours unless otherwise posted but will incur a 10% deduction. They can not be made up after this.
- Assessments: those missed on due dates can be made up until the posted final date but will incur a 10% deduction
- LifeMap Assignment: if missed on due date, will incur a 10% deduction if posted by the late extension.

LM 8 LifeMap Assignment:

This is an assignment that consists of tasks that you will be working on all semester. Each individual task does not have its own due date, however, some task results will be required in discussion topics. If you do not post in a discussion topic requiring a task result you will be required to produce those results when submitting for the assignment - due in LM 8. There will be a late deduction for submitting task results late and/or the entire assignment late. It is important to keep up as one task result may hinge on another as it has a cumulative effect. Since it counts 200 pts (20% of your total grade it is an important assignment)

Extra Credit Opportunities: All extra credit points will appear in your My Grades. You can earn up to a possible 100 pts (a full letter grade) as extra credit.

- 20 pts for joining our course Facebook Group

Anyone that is already a member of Facebook or was thinking of joining here's an opportunity you might want to take advantage of. A group on Facebook was created titled Valencia Professional Development Course that is open to anyone. (There is another group named Valencia Professional Development Course on Osceola Campus make sure you selected the the correct one for our course).

NOTE: IF YOU ARE ON FACEBOOK UNDER ANOTHER NAME OTHER THAN WHAT IS ON THE COURSE ROLL PLEASE MAKE YOUR INSTRUCTOR AWARE

- Up to 2 @ 20 pts each (max 40 pts) for attending a [Skillshops](#) free workshop or mini course.
- Up to 2 @ 20 pts each (max 40 pts) for attending an event announced in this course or related to it's content OR review any video link that is related to the topics covered in this course. For example, résumés, interviewing, job finding, networking, portfolio development, internship, financial literacy, etc.. This needs to be a VIDEO, not an article read. It can not be a required video within this course. If you have doubts about acceptability, just message your instructor.

To earn the credit once you have attended/viewed click Event Attendance located in Grades and provide a brief summary of individuals you met/learned about, what the topic was and what you learned. Attachments accepted.

Grading

The final grade will be determined by grades earned as noted below. You will be graded on a point system, where you are able to earn up to 1000 points for requirements and a possible 100 extra points of extra credit.

NOTE: While grading is on a point value your final grade will be on a 100% scale. *Grades are rounded to the closest full point value. For example 699.45 would round up to 700 or a C. Anything between 699.44 and 599.45 would be a D.*

A = 1000 - 900

Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements. This includes both spelling and grammar.

B = 899 - 800

High achievement, demonstrated in work of consistent effort, intelligence, and mastery of course competencies.

C = 799 - 700

Satisfactory completion of course requirements and mastery of essential course competencies.

D = 699 - 600

Unsatisfactory completion of course requirements.

F = 599 or less

Failure to perform required work or to master required course material and competencies

Break down of Requirements and Value

Assessments

- About You and How to Ace this Course..... 100 pts
- What It Takes in a Creative Career 100 pts
- Planning Ahead: Career, Financial and Education Goals..... 100 pts
- Find that Perfect Job or Internship 100 pts
- It's Not What You Know It's Who You Know..... 100 pts
- Show and Tell: Portfolio and Self-Promotion 100 pts

Assignment

- LifeMap 200 pts

Discussion Participation

- About Me.....25 pts
- What It Takes in a Creative Career25 pts
- Planning Ahead25 pts
- That Perfect Job or Internship25 pts
- It's Not What You Know.....25 pts
- Show and Tell25 pts
- Rate Your Classmate's LinkedIn Profile.....25 pts
- What I Learned and Where I'm Going25 pts

TOTAL POSSIBLE POINTS 1000 pts

“I Love/Hate Taking an Online Course”

Since this is a totally online course you will not be required to come to campus. Some see that as an advantage but for others it's not as natural as coming to campus. So what are the perceived pros and cons? Maybe you won't find it not so different after all.

Pros:

1. You have total flexibility to complete the requirements as long as you meet the due dates - you can do them at home at 11 pm in your pajamas! (Though it's not recommended you start that late as it might be impossible to meet the deadline)
2. You are saving on the cost of gas and commuting time by not having to travel to campus for a one hour course.
3. Much of the coursework for an online course requires you to do internet searches, view videos or presentations and read provided material. You don't need to sit in a class to be able to do that and you'd still have to do homework on your own anyway.
4. Students anywhere in the World can take this course giving international or out of town students the opportunity to continue their education even if they must return to their native country or home town.
5. If you have a work or family situation that means you risk excessive absences for an in-class course, as long as you keep up there is no problem with this for an on-line course. If you can get internet access you can complete requirements. Most public libraries and other places have computers you can use and of course there are computer on campus in the library or labs.
6. Online interaction is required for graphics and interactive industries especially, though obviously in almost every part of our lives. The more you are experienced in communicating though online the better you will be prepared for any career.

Cons:

1. You have total responsibility to log on to Canvas, do the reading, watch videos and complete the requirements by the due date. This is very difficult for some students, especially if you are in college for the first time. What's the solution? Just like an in-class course make a schedule to regularly log on and keep your printed schedule accessible - and check it often. Don't get behind.
2. You can't ask the instructor a question face-to-face. However, this isn't really a Con when you realize that you can message your instructor a question at any time. Usually they will be checking Canvas daily and often even late at night or week-ends. You won't necessarily get that with just seeing an instructor once or twice a week in class.
3. You don't get to see instructor or fellow classmates face-to-face. Many of you will be taking a class on campus also. Ask around if anyone is taking the online class, too. Get to know them. You'll be posting your picture in first Discussion topic with information. Get involved, interact other than just posting what's required. That way that you make a personal connection with the others students and instructor. Attend a special event - you can earn extra credit in addition to meeting others. Join one of the many clubs (we'll learn about those opportunities in this course, too). You'll learn much about and from your classmates through your networking and socializing. You'll have lots of other opportunities for in-class courses where you'll get to know your instructors and other classmates.

**So, don't use the excuse that it's an online course
Take personal responsibility for your
SUCCESS!**

It is suggested that you print the syllabus and schedule. Additionally there is a Calendar in Canvas with due dates.

The course syllabus and schedule are subject to change as needed. Changes will be made in the form of an Announcement you will be sent through Atlas email. Your continued participation in this course after the drop-add deadline period constitutes an agreement with and an acceptance of the conditions presented in this syllabus.

GRA 1413 SPRING 2024 SCHEDULE

	Sun	Monday	Tuesday	Wed	Thurs	Friday
JAN	7	8 Classes Begin Email Instructor	9	10	11	12
	14	15 MLK Holiday, college closed, Canvas available DROP/REFUND	16 Purpose survey due	17	18	19 LinkedIn Acct set-up due.
	21	22	23 LM 1 Assess & Dis due	24	25	26 LM 1 late ext. No Show End
FEBRUARY	28	29	30 LM 2 Part 1 due	31	1	2 LM 2, P1 late ext Grad App deadline if graduating Spring 24
	4	5	6 LM 2, Part 2 Dis & Assess due	7	8	9 LM 2, P2 late ext. Learning Day (campus closed, Canvas
	11	12	13 LM 3 Assess & Dis due	14	15	16 LM 3 late ext.
	18	19	20 LM 4 Assess & Dis due	21	22	23 LM 4 late ext.
MARCH	25	26	27 LM 5 Assess due	28	29	1
	3	4	5 LM 5 Dis due	6	7	8 LM 5 Dis late ext.
	10	11	12 LM 6 Assess due	13	14	15 Withdrawal Deadline for W
	17	18 SPRING BREAK	19 SPRING BREAK	20 SPR BRK	21 SPR BRK	22 SPRING BREAK
	24 SPR BRK	25	26 LM 6 dis due	27	28	29 LM 6 Dis late ext. LM 7 Profile Task Prof Review due
APRIL	31	1	2 LM 7, P 1 Dis due	3	4	5 LM 7, P1 late ext
	7	8	9 LM , P 2 Dis due	10	11	12 LM 7, P2 late ext
	14	15	16 LM 8 Lifemap Asgn & Dis due	17	18	19
	21	22	23 LM 8 Agn & dis late ext.	24	25	26 Ex Credit, Quiz late ext
MAY	28 Class ends	29	30 Final Grades Viewable in Atlas	1	2	3

SCHEDULE SUBJECT TO CHANGE - NOTIFICATION IN ANNOUNCEMENTS