CONTACTING THE INSTRUCTOR:

The best way to get a hold of me is through email.
mcurtiss@valenciacollege.edu

Emails with specific questions will be answered as soon as possible, usually 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. Questions such as "What did we cover in class?" will not result in a response.

Obtaining missing or additional copies of course materials:
You will find PDF copies of assignments on the graphic lab server in our course take-out box, for your convenience, should you lose the original handouts.

Visit me at my office: West campus: 3-150a
My open office hours are posted each term outside my office. Should you need tutoring or to meet up, please make an appointment. Appointments can be arranged in person or via Google Hangouts.

If you need to leave something for me: (west campus)
You can leave items with the Lab Asst. (3-150b), or
at our Division Office, Arts & Humanities, in building 5-146.

Facebook Group: I will be inviting you to a closed Facebook group created just for this course. We'll utilize the group to share opportunities, follow up information, inspirations and for you all to lend a hand in answering questions. It's strongly suggested that you join and take part in the group throughout the semester, but it is not required.

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. Per college policy, any notification concerning excessive absence, getting behind in your work, being withdrawn, etc., is sent through Atlas. It is the students 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 I might send.

I regularly send notices through your ATLAS email accounts!

COURSE DESCRIPTION:

A practical course in planning and visualizing advertising and industrial copy. The student converts rough ideas into comprehensive layouts from which are prepared traditional and computerized camera-ready copy. Experiments are conducted with various media involving design, balance and color psychology. (Special Fee) Prerequisite: ART 1201c and a minimum grade of C in GRA 1142c and or department approval.
3 credit hours/4 contact hours.

SUPPLIES:

• 2 USB drives and Cloud Storage—for saving and backup of working files.

• A set of sketching /drawing pencils

• sketch paper for thumbnails and roughs

• tracing paper for revising sketches

• Metal ruler

• 1 No. 11 x-acto knife (with replacement blades)

• 3 large manila envelopes for turning in sketches, resources and inspiration, etc.

• Stock photography photo credits (est. $70)

• Access to library books, magazines, and various materials on the subject of Graphics for research in your process.

• Regular access to the Graphics Lab, Library Mac Lab or other computers with up-to-date Adobe Creative Cloud, fonts, scanner, and photo lab.

• You may wish to produce/print some projects through professional printing and may occur add'l costs.

REQUIRED TEXT:

The Language of Graphic Design: An Illustrated Handbook for Understanding Fundamental Design Principles, Author: Poulin, ISBN: 978-1592538256, Cost: $29.99, Rental: $16.55
AND
Universal Principles of Design, Revised and Updated, ISBN# 978-1592535873, Rockport Publishers, Authors: Lidwell, et. al., Cost $18.21 (This text will be utilized in three courses within the program)

RECOMMENDED TEXT: *Layout Essentials: 100 Design Principles for Using Grids*, by Beth Tondreau. ISBN-13: 978-1592537075, Cost: $17 – 25 online

STUDENT CORE COMPETENCIES:

The faculty of Valencia college have established four Core Competencies that describe the learning outcomes for a Valencia graduate. They are: THINK, VALUE, COMMUNICATE, ACT. These general competencies are outlined in the College Catalog. In this course, through classroom lecture and discussion, group work, meeting deadlines and other learning activities, you will further your mastery of those core competencies.

This course includes critiques, presentations and verbal interaction with your classmates that are designed to ensure competence in oral communication. In addition to our class text, you are invited go back and review your GRA1142c Graphics workbook for Mac and Graphics Basics.

SPECIAL REQUIREMENTS:

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.

SUPPORT SERVICES

Various tutoring services are available in Bldg. 7-240 (extension 1633) (west campus)
Smarthinking online: on-demand student support site: http://www.smarthinking.com
Valencia College offers a variety of SkillShops, short seminars covering a variety of topics which deal with student success, goals and purpose. To check out Valencia's Skillshop offerings, go to:

http://valenciacollege.edu/studentservices/skillshops.cfm

ATTENDANCE & PARTICIPATION:

Regular and punctual attendance is expected. IF A STUDENT MISSES MORE THAN 2 CLASSES THE STU-DENT WILL BE GIVEN THE OPTION TO BE WITHDRAWN FOR EXCESSIVE ABSENCES OR TO HAVE THEIR FINAL GRADE REDUCED BY 10 POINTS FOR EACH ABSENCE OVER THE 2 ALLOWED. NOTE: This is even if absences are due to documented and legitimate reasons, such as doctor appointments! Students not taking the course with sincerity and seriousness enough to come to class are encouraged to withdrawal to prevent a reduction in their overall GPA. Lengthy late attendance, early departure or sleeping during class may result in you being considered not in attendance for that day. Arriving late three times is equivalent to one absence. YOU MUST COMMUNICATE WITH YOUR PROFESSOR TO BE CONSIDERED FOR WITHDRAW AFTER THE WITHDRAW DEADLINE.

ACADEMIC HONESTY:

All work in this course is considered individual effort; any submissions that are too similar for coincidence will receive no credit.
Students are responsible for preparing for class by reading pre-assigned readings and completing assignments. Students who are absent are fully responsible for all material covered in class.
Students may collaborate on preliminary creative process, design and technical issues. This does NOT include duplication of technical work or final design solutions. Collaboration should be used to improve visual communication or to solve technical problems. Copying a design solution completely or partially is considered cheating, and a student's inability to describe the process and solution of a submitted assignment will be considered evidence of cheating. All students involved in incidents of cheating will be given a zero ('0") for that assignment/quiz/exam/project without regard to who did the original work or who may have benefited.

EXPECTED STUDENT CONDUCT:

Valencia College is dedicated not only to the advancement of knowledge and learning but is concerned with the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility for becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the classroom environment rests with the faculty.

Students who engage in any prohibited or unlawful acts that result in disruption of a class may be directed by the faculty to leave the class. Violation of any classroom or Valencia's rules may lead to disciplinary action up to and including expulsion from Valencia. Disciplinary action could include being withdrawn from class, disciplinary warning, probation, suspension, expulsion, or other appropriate and authorized actions.

You will find the Student Code of Conduct in the current Valencia Student Handbook.

COMPUTER/EQUIPMENT USE POLICY:

Use of computers in the Graphics Technology and Digital Media classrooms at Valencia College is restricted to those activities designated by the instructor to enhance the class materials. Any other use is strictly forbidden. Inappropriate use includes, but is not limited to:
• Use of computer to send E-mail or access Internet sites not specifically assigned in class.

• Use of computer for job, internship, homework or other activities not assigned in class.

• Modifying any hardware or software system configuration or setting.

• Activities not in accordance with the Valencia Student Code of Conduct

• Use of computers in any of the Graphics Technology and Digital Media Labs is limited to those activities involved with preparing homework or coursework in the Graphics and Digital Media departments and is subject to the same restriction as listed above.

• Computer may be remotely monitored; any student using computers inappropriately may be subject to dismissal from class or banishment from the lab. Subsequent offense may be sent to the campus administration for further disciplinary action.

GRADING:

The final grade will be determined by grades earned on required projects, tests/exams and on participation and a positive attitude in the class. The following is the Valencia's Community College Grading scale:

A = 100–90	Exceptional achievement, demonstrated in work of keen understanding and 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 course requirements and an unacceptable grade for prerequisite or graduation requirements.
F = 59 or less	Failure to perform required work or to master required course material and competencies.

A final grade of "C" or better is required for this course in order to meet prerequisite requirements for higher level courses or to be used as credit towards an AS degree in Graphic & Interactive Design.

GRADING CRITERIA:

• Ability to read and follow project/assignment descriptions and requirements.

• Quality of final design solutions and presentation of assigned projects.

• Demonstration of acquired software skills, including uploading the required, correct digital files to the Teacher Drop Box.

• Completion of projects on time.

• Meeting deadlines set during the evolution of the projects, including working on projects outside of class meetings.

• Creative resource gathering – hard copies of materials germane to the job at hand. Digital examples downloaded from the Internet are not acceptable, unless otherwise approved.

You will receive a detailed project description for each project assigned. You will meet deadlines during the evolution of these projects. When roughs are due, your ability to produce them at that time for critique will directly affect your overall grade.

Points for the lack of required materials during the creative process phase of a project will be deducted at that time, and cannot be made up when the projects are turned in for final grading. Your grade sheet, which is included in the project description lists in detail what is required and the points associated with each item. The process and criteria for projects will be explained in greater detail in class. If you need further explanation, it is your responsibility to seek this.

GRADING CONSIDERATIONS & VALUES:

Your grade sheet, which will be included in each project description, lists in detail what is required and the points associated with each item. Any questions will be answered when the project is opened. Assignments & assessments total 100 points and are broken down as:

SUMMER TERM BREAKDOWN

5 points each (20 total) In-class guided assignments
Drill 1: InDesign To PDF—Turn a multi-page layout in InDesign to an Interactive PDF.
Drill 2: Document Setup—Create 10 InDesign Documents according to specs.
Drill 3: Grids—Setting up and aligning elements to a grid
Drill 4: Forms,Tabs & Tables—Creating and formatting forms in InDesign

20 points
Job 1: Style Guide—a 16 page style guide outlining logo usage, and other branding elements such as color palette, graphic elements, fonts, etc. Produce 2 finished copies and a PDF version.

20 points
Job 2: Ad Campaign & Professional Presentation
• research and choose an appropriate publication for your company to advertise in.
• Download and reference their actual media kit to create 3 related full-page ads. From one of the full-page ads, produce the following items in addition:
• resize to a half-page, a quarter-page (or third-page) ad for the same publication.
• Continue your campaign to include <u>ONE</u> of the following: outdoor advertising, or a direct mail piece.
• Create a Professional PDF Presentation of the entire Ad Campaign including relevant research and process.

30 points
Job 3: TimeLife Book. Research, plan and design the layout for a cover, introduction, contents page, and three chapters (including an infographic)of a TimeLife Book. Present final product as a PDF in spreads. Digital files will be graded for correct document setup, file formats, resolutions and color modes for printing via commercial offset lithography.

5 points
Midterm Exam—Take-Home Written Exam

5 points
TVAC Skills —Includes attendance.

DEADLINES (IMPORTANT):

In the workplace, when projects are due, they are due. They cannot be late. This course has 5 projects, and there is plenty of time for each job to be completed by the due date. Therefore, your final projects must be turned in within 15 minutes of class start, on the day they are due (includes electronic files and mounted prints). If your projects are turned in late, you will receive a "0" for the entire project. No exceptions!! If you know ahead of time that you will be unable to meet a deadline or you will be late to class, you need to complete the job ahead of schedule and turn-in the assignment early.

Projects turned in without a grade sheet will not be graded. All projects should include your grade sheet completed including your name, file names, etc. It is your responsibility to make sure all elements, when required, are in your envelope before submitting your project for grading. i.e. creative resources, roughs, print proofs, etc.—These items will not be accepted late for credit.

The Midterm exam can only be made up due to illness. The Final exam is given the last class meeting of the term and cannot be made up. Missing the final exam will result in a grade of "F" for the entire course.

CRITIQUES:

Critiques are scheduled for the beginning of class the day the final project is due. If you do not have your project ready for critique at the beginning of class start on day it is due, it is considered late. Please do not be breathlessly trying to mount your work before class. It is the hallmark of a disorganized person. Graphic design is highly structured. So is this class. Each student will be expected to orally present to the class an explanation of his or her concept, goals, production techniques and any other relevant information specific to that project. You will be answering questions about your project from classmates and the instructor as well as participating by questioning and commenting when other students are presenting their designs.

A quality print out of your design mounted to black illustration/presentation board, with a suitable border is required of all projects, unless otherwise specified. The craft of your presentation is important. Take pride in your work and present it in the best possible way. Presentations should be clean and without scratches or dented edges.

A suitably sized envelope to hold and protect your presentation, grade sheet, roughs, references/resources, process, etc. is required. Points for this are included in your grading for each project that requires mounting. This protocol will be strictly adhered to when grading. Please do not lose unnecessary points by not meeting these requirements.

LAB ENVIRONMENT:

Open lab hours will be posted at the beginning of each semester in all labs on East, West and Osceola campuses, and is also made available through the program website at: valenciagraphicdesign.com.

Do not use lab machines to store your digital files. Always have a back up for your files to a USB drive and a cloud storage solution (GoogleDrive, Dropbox, iCloud...). Even USB drives can become corrupted and rendered unusable, losing all info contained on them.

Macs can read PC files, however, it is your responsibility to make sure PC files open correctly on a Mac. PC files that contain information that prevents them from being opened on a Mac can result in a loss of grade points for the digital consideration when grading the project. All electronic files should have the proper extension to prevent cross platform problems. Ex: .ai, eps, swf, or .psd and so forth.

Even though it is not against lab policy for you to bring a personal laptop with you, it is against my classroom policy that you use your own laptop during class time.

Food and drinks are NOT permitted at any time within any of our computer labs.

Turn cell phones to silent mode during class including lab hours. Please take phone calls to outside breeze ways, as to avoid disturbing other students.

LAB ASSISTANTS:

Lab assistants are here to assist you with problems you may encounter with the operation of the computer, a software malfunction, or similar technical questions. They are helpful and important to the smooth operation of the Lab and the Program. However, they are not instructors and are not to be utilized as such. If you have questions pertaining to the assigned Projects, please contact the instructor.

IMPORTANT DATES:

DROP / REFUND DEADLINE:	**May 15, 2017 by 11:59 PM**
NO SHOW REPORTING:	**May 16–25, 2017**
WITHDRAWAL DEADLINE:	**July 7, 2017 by 11:59 PM**
LAST CLASS MEETING:	**July 27, 2017 (required attendance)**
FINAL EXAM DATE:	**No Final Exam in Summer Term**

It is the student's responsibility to withdraw themselves through Atlas, by deadlines noted above. Students may only withdraw themselves up until the withdrawal deadline for a grade of W. After that, instructors may only withdraw a student for excessive absences, therefore; 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 a F for this course.

COLLEGE CLOSURES:	Monday, **May 29, 2017**
	Tuesday, **July 4, 2017**

GRAPHICS HANGOUTS	TBA

https://www.facebook.com/groups/graphicshangouts/?fref=nf

COURSE SCHEDULE:

GRA 1203c LAYOUT, DESIGN & COPY PREPARATION
SUMMER TERM, 2017 | THURSDAYS, 8:30 AM – 12:45 PM | WEST CAMPUS, ROOM 3-151a, WITH PROFESSOR, MEG CURTISS

(subject to change)

Date	WEEK	In-class	Prepare for next class

May 11	1	- Orientation to course/review syllabus.
		
		- Discussion/lecture on how layout differs from design
		
		- Discussion/Assignment of Job 1 & Job 3
		
		- Drill 1: InDesign to PDF— An Introduction.
			- Join our Facebook group.
			
			- Finalize your Drill 1 Introduction and upload it to our Facebook Group. Comment on each of your fellow classmates' posts.
			
			- Job 1: Identify 3 companies whose branding you appreciate. Research and document each company's:
			  * branding strategy, market, audience...
			  • typographic choices in their branding (i.e. can you identify the font used?)
			  • identify the color pallet used in the branding
			  Collect all of this into one PDF doc and print a copy to bring to our next class.
			
			- Begin search for a Time Life book to modernize for Job 3.
			
			- Collect textbooks, supplies and media.
			
			- Reach Ch. 25 & 26 in *The Language of Graphic Design*
			
			- Begin browsing *Universal Principles of Design*

May 18	2	- **Present your chosen company research.** - Discuss branding and brand guides - Discuss creative process and documentation of the process—briefs, roughs, mock ups, proofing feedback, proofing again and prepping for press, and final output. Expectations of documentation and how it will effect your grade. - InDesign Skill Review: doc setup, bleeds, slug, page attributes, primary text frames - Drill 2: InDesign Document Set-up (timed exercise)	- Read Ch. 1 & 2 in *The Language of Graphic Design* - Redraw the agreed upon company logo - **Create at least 3 rough sketch layouts** for your company's brand guide. (grid, layout, color) - **Create a full-size mock up** of your strongest concept with content indicated on each page.
May 28	3	- **Present concept sketches and page thumbnails/full-size mock-up for brand guide.** - Revisit best practices for brand guides. - InDesign Skill Review: setting up and aligning to grids, auto-page numbers, style sheets, text frames, etc. - Drill 3: Grids (timed exercise)	- **Finalize the redraw** of your company's logo - **Collect/create content** for brand guide and process for proper file format, resolution and color space. - Begin layout of brand guide. - Register for next term! (open registration begins Jun 2)
Jun 1	4	- **Time Life Book choice DUE (must have book in hand by this date)** - Discuss Advertising Campaigns. - **JOB 1 WIP (work in progress) Check.**	- Continue Layout of brand guide. - Check the job description sheet to make certain you have all required content included. - **Research publications that make sense for your company to advertise in. Download that publication's Media Kit and locate specifications for Ads (for JOB 2)** - You can start scanning your Time Life book and sourcing imagery if you like.
Jun 8	5	- **JOB 1 WIP Check.** - Demos (Right-Sizing Images, Spell check, Preflight, Package Check, Printing Booklet, Binding and Finishing) - **Proofed Prints of entire book Due (B/W) before the end of class**.	- Finish creating your brand guide digitally, proof very carefully for errors as this is due next class. Hint: find a partner and proof each other's brand guides. - Print, Bind and Finish your brand guide perfectly for presentation. - Read Ch. 3 & 4 in *The Language of Graphic Design*

Jun 15	6	- **JOB 1 DUE for Presentation & Submission:** Present printed / mock up of Brand Guide, Submit layout files, research & process documentation and rubric for grade. - **Present your brand guide** - **JOB 2 Assigned: Advertising**	- Job 2: start your ad campaign by sketching 3 concepts for a series of 3 full-page advertisements. - Reach Ch. 5 & 6 in *The Language of Graphic Design* - Have you started OCR scanning your Time Life book yet?
Jun 22	7	- **Present sketches of 3 concepts of 3 full-page ads. Talk about what publication your company will advertise in (Make sure you have the Media Kit for the publication with you)** - Begin layout of JOB 2	- Continue to work on your 3 full-page ads, and then the 2 additional sized ads (reference correct specs for your chosen publication in the Media Kit you researched) - Read Ch. 7 & 8 in *The Language of Graphic Design* - Have you started OCR scanning your Time Life book yet? - **Study for Midterm Exam.**
Jun 29	8	- **Midterm Exam assigned (DUE Jul 13th)** - Continue to resize one full-page ad into half-page and quarter-page sizes. Then, take the ad and rework into an outdoor advertising or direct mail piece. - **JOB 2—WIP check** (proofed prints due) - Job 3 discussion. **You should have all your copy scanned by now.**	Finalize the entire Ad Campaign (JOB 2 ALL PIECES), combine with research, magazine demographics and design decisions in one professional digital client presentation. - Read Ch. 9, 10 & 11 in *The Language of Graphic Design* - Present Job 2 Work-In-Progress and Questions on Group Page.
Jul 6	9	- **JOB 2 DUE for Presentation & Submission:** Present full Advertising Campaign (digitally), Submit layout files, research & process documentation and rubric for grade. - Drill 4: Tables WITHDRAWAL DEADLINE: July 7, 2017, **by 11:59 PM**	- Read Ch. 12, 13 & 14 in *The Language of Graphic Design* - Research and collect examples for Job 3 - Sketch grid/layout options and infographic for presentation next class. - Source images and content for books
Jul 13	10	- **Midterm Exam DUE** - **Present your research and roughs of Job 3 layout and infographic** - Continue work on Job 3	- Continue work on Job 3. Revise designs based on feedback. - Read Ch. 17 & 18 in *The Language of Graphic Design*
Jul 20	11	- **JOB 3—WIP** - Continue work on Job 3 —Proofs due at end of class.	- Revise proofs according to feedback, and prepare to turn in next week - Read Ch. 19 & 20 in *The Language of Graphic Design*
Jul 27	12	**JOB 3 DUE:** Present final design digitally and turn in digital files.	- Enjoy your break!