CONTACTING THE INSTRUCTOR:

PROFESSOR: Meg Curtiss
EMAIL: mcurtiss@valenciacollege.edu
PHONE: 407.582.1452
OFFICE LOCATION: west campus / building 3 / room 150a
OFFICE HOURS:

mondays / 7:30am – 9am & 12:45pm – 1:20pm
tuesdays / 7:30am – 9am & 12pm – 1:20pm
wednesdays / 7:30am – 9am
thursdays / 7:30am – 9am & 12pm – 1:20pm
fridays / 7:30am – 9am

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 and in this canvas course, for your convenience.

Visit me at my office: bldg. 3, Room 150a
My open office hours are posted each term outside my office. Should you need tutoring or to meet up, please make an appointment. We can also arrange 'virtual' meetings via Google Hangouts.

If you need to leave something for me:
You can leave items with the Lab Asst. (3-151), or
at our Division Office, Arts & Humanities, in building 5-146.

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.** It is the students responsibility to check their Atlas email and general account on a regular basis.

A **SLACK WORKGROUP** will be utilized as a tool to ask questions and share resources, as well as, provide notice of changes. Please look for an email announcement with the group name and link.

GOOGLE DRIVE folders will be used to archive and share files. All students in this course are required to backup work DAILY on our shared GoogleDrive folder for Phoenix. Failure to do so may result in loss of files, and therefore time and energy.

COURSE DESCRIPTION:

Prerequisite: A minimum grade of C in GRA 1206C or department approval. Students will be charged with the tasks of working with the editorial staff of the Phoenix (the college's art and literary magazine) to design and produce a finished layout for print. Each spring term a small group of students will work alongside Phoenix's editorial staff and faculty advisor to transform student submissions of literary work and visual artwork into a finished publication. This publication will be submitted for competition with other student literary publications. (Special Fee: $95.00)

MAJOR TOPICS/ CONCEPTS/ SKILLS/ ISSUES

Typography Fundamentals \\ Typographic Layout \\ Publication Design \\ Pre-Press \\ Working in a Creative Team \\ Developing Resources \\ Critiquing and Presenting Work \\ Working with Strict Deadlines \\ Creative Process

SUPPLIES:

• Access to a shared online data storage service & communication workteam (GoogleDrive and Slack) .

• Access to library books, magazines, and various materials & inspiration on for research in your process.

• Regular access to the Graphics Lab, Library Mac Lab or other computers with our lab's current Adobe CC software, fonts, scanner, and photography set up.

• Time, creative energy and drive to commit to this project and your team.

This is a team-based project. Each member will be assigned duties within the project. The ability to meet deadlines and demonstrate strong communication skills (with team-mates, the editorial team and with your instructor) are crucial skills.

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.

ATTENDANCE & PARTICIPATION:

Regular and punctual attendance is expected. 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. It is expected that students come prepared to work each class and bring materials as required. STUDENTS ARE RESPONSIBLE FOR REFERENCING AND FOLLOWING THE COURSE SCHEDULE PROVIDED.

Students who miss more than 2 classes will have their final grade reduced by 10 points for each absence over the 2. **NOTE:** This is even if absences are due to documented and legitimate reasons, such as doctor appointments.

Arriving very late, early departure, sleeping during class, or failing to come to class prepared to work will result in you being considered not in attendance for that day.

Arriving late three times is equivalent to one absence and will count towards deductions in your final grade.

If you arrive after attendance has been taken, it is your responsibility to follow-up with your instructor after class to correct your absence to a tardy mark for that day. Otherwise you risk being recorded as absent, effecting your grade.

ACADEMIC HONESTY:

Students are responsible for preparing for class by 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. 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.

SUPPORT SERVICES:

Various tutoring services are available in Bldg. 7-240 (extension 1633)
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

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.

COMPUTER/EQUIPMENT USE POLICY:

Use of computers in the Graphic & Interactive Design 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 Graphic & Interactive Design 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 work within a team well and independently when necessary.
- Careful note-taking and sharing of information among the team.
- Acquiring information from sources, as needed.
- Creative resource gathering, sharing and presenting.
- Demonstration of consistent reliability in working with team and in meeting deadlines.
- Attendance, active participation and engagement during meetings.
- Meaningful contribution in meeting milestones/deadlines set during the evolution of the project,including working on projects outside of class meetings.
- Demonstration of consistent creative input, technically sound skills and quality design & layout solutions.
- Demonstration of ability to meet deadlines with quality finished work.
- Maintaining safe, accurate backups of your work to safeguard the publication.
- Professional, timely and concise communication within the team, with *Phoenix* editorial staff/faculty and Valencia College marketing staff.

You WILL NOT be receiving a detailed project description and yet, you will be required to meet requirements and deadlines during the evolution of the project. Students will be required to keep and maintain detailed notes during meetings and obtain understanding of requirements verbally from the editorial staff, team members and their instructor, along the way.

When a milestone date arrives, your ability to produce quality work at that time will directly affect your overall grade.

I can not stress enough how much interdependency of the team and meeting milestones (deadlines) are of keen importance in this project. With that in mind, a portion of your grade will be determined through a peer evaluation conducted by your work team (classmates).

GRADING VALUES:

Your grade in the above outlined criteria will be reflected in two scores: one given by your teammates (factored in at 20%), and one by your instructor (80%). Students will complete a peer evaluation of teammates using the below criteria.

PEER EVALUATION CRITERIA
- *Contribution to team culture*
- *Communication with team members & editorial staff*
- *Engagement within the team*
- *Quality of work*
- *Commitment to the project outcomes*

Your instructor will also complete an evaluation of demonstrated skills throughout the term using TVCA (Core Competencies) skills for a graphic designer in relation to the design and production of the finished *Phoenix* publication.

SCHEDULE / MILESTONES:

A schedule of milestones (periodic deadlines) will be provided by the Phoenix editorial staff and published on our shared online storage. From this, a division of labor will be established based upon our team's individual strengths, and internal milestones established to ensure we meet the larger milestones.

DEADLINES (IMPORTANT):

In the workplace, when projects are due, they are due. They cannot be late. This course has 1 project with many milestones, or deadlines along the way. A missed deadline by one team member creates havoc for everyone else who has a job to do–the work is very interdependent. Therefore, you must not ever miss a deadline. No exceptions!! If you know ahead of time that you will be unable to meet a deadline, you must communicate with your teammates and instructor as soon as you believe there may be a delay. Communication is key to working within a team and essential element to creating a finished product on time and one all members can be proud to have in their portfolios.

CRITIQUES:

Formal and informal presentations of work is due at the beginning of class meetings. If you do not have your work ready to share at the beginning of class start on day it is due, you have let your creative team down. Graphic design is highly structured. Each student will be expected to work in a productive and structured way to meet the needs of production schedule.

There will be times the team will be presenting to individuals outside of our class (editorial staff and outside vendors). Remember that you need to make a good impression for yourself and your team. 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. Be prepared to orally present to designers and non-designers an explanation of yours (or our teams) concept, goals, production techniques and any

other relevant information specific to the design of the publication. You will be answering questions about the design from teammates, the instructor and Phoenix staff. There may be times when you are presenting other teammates work or participating by questioning and commenting when other students are presenting work. Be prepared by understanding ahead of time the scope of the work and engaging in presenting the best outcome for the team and the publication.

IMPORTANT DATES:

SPRING 2019 (201920)

Drop/Refund	Monday, Jan 14	
Dr. MLK, Jr. Day	Monday, Jan 21	Campuses Closed
No Show	Jan 15 –24	
Graduation App. Deadline	Friday, Jan 25	
Learning Day	Friday, Feb 15	Campuses Closed
Summer Registration Begins	Feb 19	
Withdraw Deadline	Friday, Mar 22	
Spring Break	Mar 11–17	Campuses Closed
Port. Review Night	Tuesday, Apr 16	(East Campus)
Portfolio Show & Tell Night	Tuesday, Apr 23	(West Campus)
Final Exams	Apr 22–28	(Required Attendance)
Grades Viewable	Tuesday, Apr 30	
Commencement	Sunday, May 5	
Summer Term Starts	Monday, May 6	

College Calendar: http://valenciacollege.edu/calendar

ROUGH SCHEDULE OUTLINE

THE COURSE SCHEDULE IS VERY LIKELY TO CHANGE.
STAY UPDATED THROUGH CLASS MEETINGS AND SLACK CHANNEL.

Spring 2019   GRA 1956C – Phoenix Design Project, Mondays, 9am–12:45pm

meeting	date	at this meeting	notes
1	7-Jan	intro / concepting / format homework: inspiration gathering	
2	14-Jan	sharing initial inspo & concepting homework: typographic system & format roughs	*"Letter from Editor" by about this time*
3	21-Jan	roughs on concepts due	*pagination from Ed Staff expected*
4	28-Jan	refinements	
5	4-Feb	comps due / meet ed staff	
6	11-Feb	layout	
7	18-Feb	layout / wip	
8	25-Feb	layout / wip / proofing	
9	4-Mar	ed staff update / proofs to ed staff	
VC Spring Break | 10	11-Mar		
11	18-Mar	corrections from ed staff	
12	25-Mar	make corrections	
13	1-Apr	Final Proofing / Prep	
14	8-Apr	Files Ready for Press	
15	15-Apr	Press / Peer Evaluations Due	
Final Exam Week | 16	22-Apr	Press Check?	Often times the press check gets scheduled between spring & summer terms or one week into summer.