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| **OVERVIEW**Advanced design problem solving relevant to contemporary industry standards in graphic communications. Includes marketing strategies, exploring design solutions, presentation and production techniques. Emphasis on producing layouts and compositions in black & white and color. Various up-to-date methods of production utilized.**3 Credit hours3 Contact hours****COURSE GOALS*** Properly present ideas using visual and verbal communication, critique presentation, and proper selection of materials.
* Identify, collect, and utilize industry resources, tools, services, and outlets.
* Proper use of design and typography principles learned in prerequisite courses to intentionally convey a message that is clear, not over-designed, and without redundancy.
* Relate classroom projects and presentations to career and industry expectations and opportunities.
* Gain further understanding of the application of color theory and how it relates to the proper production of solutions.
* Sharpen the ability to properly apply design principles.

**LAB TIME**The College recommends that students spend 3 hours working each week for every credit hour of the course to be successful. As this is an online class, this means that students should plan to spend around 12 hours per week working on projects. 3 hours that would normally be spent in class for a face-to-face setting and the typical 9 hours outside of that time for project development.**COMPUTER LITERACY**During this course, students will be expected to apply all software and prepress knowledge obtained in prerequisite courses. No computer instruction will be given, however, the instructor may provide helpful suggestions for computer processes beyond prerequisite exposure. It is expected that students understand and apply fundamental software 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.)](https://community.canvaslms.com/docs/DOC-10721-67952720328)**DUE DATES****No assignments will be accepted late. Late assignments will be given a grade of zero!** The acceptance of late assignments due to legitimate absences will be handled on a case-by-case basis at the discretion of the instructor. These emergency situations require a *documented* and *qualifying* explanation. No exceptions.**ACADEMIC HONESTY**Cheating of any kind will not be tolerated. If caught cheating a “0” for that project/test will be given and you may be withdrawn from the course. Do not allow anyone to use your mouse or keyboard or complete any part of your projects. Lab personnel may help if you are having trouble with your computer and may answer verbal questions concerning hardware or software, though they aren’t here to teach you a program. Copying or deleting files without permission or that are not your own could be considered cheating.**ATTENDANCE AND PARTICIPATION**Attendance is determined by consistently logging in, accessing the course content, and completing assignments in accordance with the course schedule. It is expected that students log-in several times a week in order to complete this course satisfactorily. Students not taking the course with sincerity and seriousness are encouraged to withdrawal to prevent a reduction in their overall GPA.**Here is a recommended timeline for this course\*:****Monday–Tuesday:** schedule 3 hours for "class time," checking discussion requirements and reviewing provided material**Monday–Thursday:** make progress on assigned project**Thursday–Friday:** create original post w/ project progress**Friday–Sunday:** respond to 2 or more classmates' posts**Monday:** begin making revisions based on feedback *\*Create a schedule that works for you!***WITHDRAWAL****The withdrawal deadline is OCTOBER 30**Students may only withdraw themselves up until the withdrawal deadline for a grade of W. Students who do not withdraw themselves prior to the withdrawal deadline will be given whatever grade was earned for the course as their final grade.If a student misses the final exam they will receive the grade earned (including point deductions for participation and a zero for the final exam.)Students who miss the final exam due to qualifying and documented reasons should contact the instructor &/or Division Dean for consideration of an INCOMPLETE for the course. If granted, your grade will be marked as an “I” and you will be required to arrange and complete the coursework the following semester or the INCOMPLETE will automatically be switched to a FAIL grade. This includes summer terms and is not reversible.Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of “F.”If you do not intend to complete the course, you must withdraw yourself prior to the withdrawal date.**TVCA**(Think, Value, Communicate, Act)Each student’s grade will be based upon how he/she meets the TVCA requirements*in addition to* the completion of tests, quizzes, research assignments, projects, and tutorials. These observations will be subjective and will rely on the individual student to communicate such efforts. Students will be provided with a descriptive list of definitions and expectations that they will be expected to meet. These items are, but are not limited to, excellence in oral directions, written directions, independent learning, problem-solving, initiative, effort, self-evaluation, improvement, attendance, appropriate use of class time, preparation, out of classwork, meeting deadlines, time management, responsibility, verbal interaction, non-verbal expression, response to email, participation in class or critique, ability to express concepts and response to comments. All categories have been selected based upon the industry response to a survey that determined that students not scoring ‘excellent’ in such categories would not be considered for hire at those industry organizations. It is in the best interest of the student to have such skills when looking for work as a designer. Just as earning a degree does not entitle a student to a well paying job, students should also understand that simple completion of assigned tasks in this course does not entitle a student to a passing grade.Students may be asked to complete a self-evaluation in order to help them determine their TVCA weaknesses and to give them an opportunity to improve such skills.**PRESENTATION & CRITIQUE**On the date projects are due, critiques will be held. Industry professionals will be invited to participate in critiques on Zoom. Fellow students will also provide constructive criticism and ask questions as necessary. Critique participation will be factored into your grade.Students may be asked to participate in class discussions on Slack, an industry-standard team communication platform. This is highly recommended for effective active learning purposes.**EXTRA CREDIT**Up to 6 points of credit may be earned toward your overall grade by attending gallery opening receptions or other pre-approved seminars, conferences, workshops, etc. Virtual events will also be allowed. To attain credit, you must attend the entire event and write a 400-word piece summarizing the event and sharing your key takeaways about the experience. This should address the application of the material to this course and your future design career. Extra credit turned in by the final exam period.**All extra credit must be pre-approved by the instructor.** | **CONTACT**Sarah Siddiqui**ssiddiqui11@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 essentialcourse material.**F**  59 & below = Failure to perform required work or to master required course materials and competencies.**Grading Breakdown**Job 1 (Awareness and Infographic Posters) = 25%Job 2 (Branding Campaign) = 30%Job 3 (Advertising Campaign) = 25%Weekly Job Process = 10%Design Development Discussions = 10%**SUGGESTED TEXT****ADVERTISING BY DESIGNby Robin Landa**ISBN-13: 978-1118971055**ADVERTISING NOW. PRINTby Julius Wiedemann**ISBN-13: 978-3822840276**UNIVERSAL PRINCIPLES OF DESIGN,REVISED AND UPDATED****by William Lidwell, Kritina Holden, Jill Butler**ISBN-13: 978-1592535873**IMPORTANT DATES****Withdrawal Deadline:** Friday, October, 11:59 PM**Labor Day:** Monday, September 7**Thanksgiving:** Thursday, November 26**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˝ × 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**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 (Links to an external site.)](https://libguides.valenciacollege.edu/distancetutoring). 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.
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**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.**