



PLAINVIEW CAMPUS
SCHOOL OF FINE ARTS

Course Number: **ART.2330** Name: **Computer Graphic Design I**
Credit Hours: **3** Semester/Year: **Spring 2014**
Meeting Place: **Online** Time: **Online**

Instructor's Name: **Prof. William Morse** Office Ext.: **1087**
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Textbook: **Adobe Photoshop Classroom in a Book**

Wayland Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

My mission at Wayland is to help prepare men and women to serve Christ Jesus in their careers, in human relationships, and in the world of ideas through my daily tasks and my communication with students and staff. In the context of this dialogue, the Biblical Christian world view will be set forth and advanced.

ACADEMIC INTEGRITY

Academic Honesty: University students are expected to conduct themselves according to the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.)

Cell Phone Policy: Turn them off. Keep them off. Keep them out of sight.

Email: Your Wayland email address is the official line of communication between you and the university. You must make sure your email address is established, functioning and is also **monitored at least once a day** as you will receive important information about your classes, financial aid, billing, emergency situations, etc. through this email.

At the risk of insulting those students who take character and integrity seriously, as a Christian community, faculty, staff, and students have a moral and ethical responsibility to uphold the principle of honesty, and refrain from any activity or behavior that would suggest academic dishonesty and lack of personal integrity.

Absolutely no plagiarized work will be accepted. Plagiarism is the act of taking the work of another person and passing them off as one's own. Fraudulence is closely related to forgery and piracy-practices generally in violation of copyright laws. Taking a piece of work of art that has been copied from someone else and is presented as being your own work will not be tolerated.

DISABILITY STATEMENT: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.

CATALOG DESCRIPTION: ART 2330. Computer Graphic Design I - technical aspects of page layout, visual organization, meaning and expressive qualities as visual form.

COURSE OUTCOME COMPETENCIES:

In this course the student will identify a client for their CD project. Although designing is often an intuitive and creative process, graphic design is an applied art. Therefore, it is very client centered. You are designing the various components to serve a purpose.

Students successfully completing this course will:

- Communicate feelings about the content (through colors, shapes and themes).
- To communicate information about the contents (with examples of the product, such as a photo of a musician from a CDROM).
- To identify the designers, producers and clients (by name and address).
- To sell the product (via bar codes, ISBN registration numbers).
- To warn about intellectual property law (through copyright notices and disclaimers).

COURSE REQUIREMENTS

- **Sketchbook** - Student will maintain an archival sketchbook in which they will be expected to create preliminary sketches for each of the required projects. From the sketches, one drawing will be selected as a study of the project
- **Reading and Discussion Questions** - Each student is required to read the chapters and answer the discussion questions the instructor has assigned. By using the responses from the questions assigned, each student will be required to challenge each other's view point, ideology, and assumptions regarding the concepts of design.

All students must participate and **lead** in research, share they knowledge of the software and design concepts. **All discussions are student led. The instructor will only guide the student discussions as if in a real world concept and design environment. The student must be highly motivated.**

- **Developing a CD Project with all packaging units** will be required for this semester: The student will also apply different kinds of digital information to compositions, while keeping his/her designs conceptually and visually united. For this purpose, the student will apply ideas from this book to his/her own images and to the images created by other students in the class. This class will explore the basic designs and principles required to create computer graphics and how they are used in the field of design.

GRADING POLICY

- Lectures will be conducted at the beginning of each class period and will consist of both text and instructor's commentary. **Student will be responsible for all lecture notes and terms.**
- **Class Projects** will each be assigned a grade out of 100, averaged to arrive at an over-all grade for typography class work. (Projects equal 50% of overall final grade.)
- **Archival Sketchbook and Discussion Questions:** assignments will be assigned a grade out of 100. All thumbnails should be detailed using the principles of design and elements of art. This will demonstrate the student's ability to establish the foundation of the visual arts that will be evidenced in their final project. All ten thumbnails must be completed before student will be allowed to work on the computer. It is mandatory that students bring their archival sketchbooks to every class period. Also, each student will be required to challenge each student's view point and assumptions regarding the concepts of design. These points will be discussed in the following class period and the written assignment will be passed in at the end of class as evidence of student participation and reading. (Sketchbook equal 25% of overall final grade)
- **Your Final** will be presented professionally and will display all the projects you have developed this semester from start to completion. Your final project presentation will be assigned a grade out of 100, averaged to arrive at an over-all grade for project class work. (The final project will equal 25% of overall grade for the course.)

Elements of the student's world view which may be evident in his or her work, and which come under discussion in critique are not subject to grading; however, the student's willingness and ability to articulate these aspects of the work may be factored into this grade.

Any student who does not complete all the required projects and assignments by semester's end will receive an F for the course.

Grades from the four categories above will be averaged. A final grade out of 100 will thus be arrived at and translated into a letter grade according to the grade scale below.

Procrastination and excuses for not having projects, reading assignments, and discussion questions completed on time will not be tolerated.

Class Projects	50% of the final grade
Sketchbook and Discussion	25% of the final grade
Final	25% of the final grade
Final Grade	100%

Your Final Exam will be included and averaged into the Class Projects.

Grading Scale:

A = 100 - 92 B+ = 89.9 - 88 C+ = 79.9 - 78 D+ = 69.9 - 67
A- = 91.9 - 90 B = 87.9 - 82 C = 77.9 - 72 D = 66.9 - 60
B- = 81.9 - 80 C- = 71.9 - 70 F = 59.9 and below

ATTENDANCE REQUIREMENTS

Class attendance is mandatory. Three unexcused absences will result in the loss of a letter grade. Any student who misses 25% or more of the regularly scheduled class meetings will receive a grade of 'F' in the course. Students should refer to the 2010-2011 Academic Catalog for additional attendance information.

TENTATIVE SCHEDULE:

The correlation between regular attendance and successfully meeting course objectives cannot be overstated. To emphasize this connection, points will be deducted from a student's final grade for absenteeism. Failure to, personally, make arrangements in advance, however, will forfeit any "special consideration" regarding the subsequent absence. **When students must be absent from class due to an emergency, the student must contact the Professor of the emergency and have document proof of the emergency.**

Students are expected to be present in the class. Attendance will be taken each day. My logic here is pretty simple: if you were present and posted your assignment on time, it should be evident. Late submissions and not showing up for class will not be tolerated. With the understanding that situations will accrue that may be out of the student's control, "*I was confused*", "*I forgot what time class started*", "*I did not know when the assignment was due*", "*I was tired*", are not valid excuses.

Please note, with each late post or absent will incur a 25 point penalty per absence or late post. This means that your overall grades drops by 4% with each absence or late post submitted. **Any student who misses seven class sessions automatically receives a course grade of F. Use your "skips" sparingly so that you have an insurance against unforeseen emergencies or illness.**

If you must be absent for any reason, all assignments must be posted before you leave..

Again, failure to, personally, make arrangements in advance will forfeit any special consideration.

ADDITIONAL INFORMATION

- No foul language will be tolerated in the online class environment.

Students are expected to buy the required text and supplies.

Textbook: Adobe Photoshop Classroom in a Book
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Materials

8 1/2 X 11 Archival sketchbook
Drawing pencils
Kneaded Eraser
Scissors and X-Acto Knife
Ruler
Software –Adobe Creative suite
Hardware –Mac or PC
Scanner

Software Needed

Adobe Acrobat Professional (Version 10 or higher)
Adobe Illustrator (Version CS6 or higher)
Adobe InDesign (Version CS6 or higher)
Adobe Photoshop (Version CS6 or higher)
Microsoft Office Standard (including Word and Outlook)
Norton AV (Version 10.2 or higher)

Office Hours**Monday, Wednesday, Friday**

9:00 am - 11:00 am

Tuesday, Thursday

8:00 am - 9:00 am

12:00 pm - 1:30 pm

Note: If I am not in my office when you arrive, I may be in the computer lab or post office picking up my mail. I will be back shortly.

Regarding Friday office hours, I am available on Fridays; however, faculty meetings usually take place on Friday so I may not be available if there is a meeting scheduled. No problem though, just a little inconvenience.

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