

Syllabus for Art 42 – Beginning Graphic Design

Course Information

Semester & Year: Fall 2021

Course ID & Section #: ART-42-V1815

Instructor's name: Julie Stowe

Location: Online Course

Course units: 3.0

Instructor Contact Information

Messaging at Canvas

Email address: julie-stowe@redwoods.edu

Catalog Description

An introduction to the principles, tools, and methodologies of graphic design. Students are introduced to industry#standard software including Adobe Illustrator, InDesign, and Photoshop to execute a series of fine and applied art projects.

Course Student Learning Outcomes

1. Draw proficiently with the pen tool in Illustrator, use layers effectively to stack objects.
2. Depict a variety of shapes, including stroked, filled, gradient based, and masked imagery.
3. Use the concepts of line, composition, value, space, perspective, color, texture, and other skills to create well-designed compositions in Illustrator or InDesign for products, magazine covers, articles, illustrations and fine art.
4. Build a portfolio of work to present in a professional manner for both critiques and grading.

Communication with Instructor

Preferred contact method is through Messages at Canvas ("Inbox" in Canvas' sidebar). Response time is usually within 2 or 3 hours on weekdays, longer for evenings or weekends. Email can also be used but response time is likely to be longer.

Accessibility

College of the Redwoods is committed to making reasonable accommodations for qualified students with disabilities. If you have a disability or believe you might benefit from disability-related services and accommodations, please contact your instructor or [Disability Services and Programs for Students](#) (DSPS). Students may make requests for alternative media by contacting DSPS based on their campus location:

- Eureka: 707-476-4280, student services building, 1st floor
- Del Norte: 707-465-2324, main building near library
- Klamath-Trinity: 530-625-4821 Ext 103

If you are taking online classes DSPS will email approved accommodations for distance education classes to your instructor. In the case of face-to-face instruction, please present your written accommodation request to your instructor at least one week before the needed accommodation so that necessary arrangements can be made. Last minute arrangements or post-test adjustments usually cannot be accommodated.

Good information and clear communication about your needs will help you be successful. Please let your instructor know about any specific challenges or technology limitations that might affect your participation in class. College of the Redwoods wants every student to be successful.

What is this class about?

'How do we communicate ideas and information visually?', 'How do we use computers to create impactful design products?' This introductory course will help answer these questions. It will introduce you to terminology, concepts, and industry practice of graphic design. You will experience design from multiple angles and create diverse designs using multiple Adobe CC applications. No prior experience with art is necessary. You do need adequate general computer proficiency.

Canvas Information

Art-42 uses Canvas extensively. There will be a Canvas orientation at the beginning of the course with details on how we'll use Canvas for this class. Students are expected to check Canvas regularly and often throughout the semester.

Canvas Login: <https://redwoods.instructure.com>

Password: Your 8 digit birth date (2 digits for month, 2 digits for day, 4 digits for year. No spaces or dashes.)

Logins & password resets: <https://webapps.redwoods.edu/tutorial/>

Canvas Help for CR students: [Canvas Resources for Students](#)

Expectations

Students' commitment will require at least as much time as you dedicate to a F2F (Face-to-Face) class.

You will need to complete detailed and lengthy tutorials, watch instructional videos, read material online, participate in discussion boards with your classmates.

As instructor, I access Canvas frequently and respond to posted questions/messages quickly, especially during the daytime. Expect a longer response time for evening hours. There will also be weekly announcements, video demos (recorded), and evaluative feedback to students' discussion posts and submitted assignments.

I respond in writing to student questions when sufficient, or I may suggest impromptu one-on-one Zoom sessions if we determine that's more effective in solving the issue.

Computer Skills and Guidelines

Art-42 requires adequate computer skills and the willingness to learn new ones. This class is tech-intensive, so please be patient with yourself and do not compare yourself to others. This will only hinder your own learning process and creativity.

You must be able to:

- Navigate the class in Canvas
- Follow intricate and detailed tutorials in complex professional-level software
- View demonstrations online (written and video)
- Keep orderly copies of your coursework files and back up your work on a USB drive or other external storage
- Receive/send messages at Canvas or those sent to your CR email account (this means you need to CHECK your CR email!)
- Download and upload files in various formats

It is your responsibility to meet the technological demands of the course, which may often include troubleshooting technological adventures.

Technology Requirements

Computers: You should plan on doing the majority of your work (especially software assignments) from a reasonably recent model desktop or laptop computer (Mac or PC).

Participating in this class solely from a portable device (phone, Chromebook, iPad or tablet) is not sufficient.

That said, you can use portable devices as 'companions' to your desktop or laptop computer. If you use your portable device to view Canvas pages, use the free Canvas app (called “**Canvas by Instructure**”) available in iTunes (for iOS) and the Google Play Store (for Android). This app is better than trying to connect to Canvas using a web browser on a portable device.

Webcam/Microphone: Many computers have a built in webcam and a mic. If yours does not, you can purchase (or borrow) a webcam/mic combination. There are inexpensive options available that plug into a USB port.

Computer and Software Requirements

It is important that you set yourself up for success by making sure that you have the necessary internet connection and software in order to participate fully in the course.

Adobe CC Software: This class requires you have access to the current Adobe CC Photoshop and Illustrator.

As a student you can obtain a subscription to *all* Adobe CC apps at very substantial discounts.

More details on the Adobe apps are provided in the class pages at Canvas.

Specific requirements for your desktop/laptop's ability to run the Adobe software will be discussed at the beginning of the class.

High-speed internet: You should have high-speed internet (such as broadband) service from cable, DSL, or satellite providers as there are video lectures as part of this course, and they require this speed. You need to have reliable access to the internet for the duration of the course. Anticipate problems with your computer and internet access (including power outages) by not waiting until the last minute to submit assignments. It is your responsibility to meet the class deadlines.

Browsers - You will need to use the most recent version of one of the following browsers in order to best access the course and activities; Mozilla Firefox (10 or higher), Chrome (54.0.2840.99 or higher), or Safari (1.2 or higher). We don't recommend using Internet Explorer as it doesn't seem to play well with Canvas.

Assignments Overview

Completing projects will allow you to develop technical knowledge of software while exploring creativity, visual structure, and concepts in digital art. All descriptions, tutorials and due dates are posted at Canvas on a weekly basis.

Class Overview:

Weeks 1 & 2: Introductory Photoshop and Illustrator, beginner-level

Weeks 3 & 4: Intermediate Photoshop and Illustrator

Weeks 5 & 6: Designing for Print Media

Weeks 7, 8 & 9: Designing for Print Media, cont'd

Weeks 10 & 11: Designing for the Web/Social Media

Weeks 12 & 13: Designing for the Web/Social Media, cont'd

--Fall Break--

Weeks 14 & 15: Portfolio development and presentation

Week 16: Finishing Up (no new assignment)

Concurrently throughout are reading assignments, quizzes and discussion forums.

(This schedule is subject to changes at instructor's discretion.)

Grading

A (94-100%) A- (90-93%) B+ (87-89%) B (84-86%) B- (80-83%) C+ (77-79%) C (70-76%) D (60-69%) F (59% or less)

Grade Definitions:

A: Outstanding work. Not only was the student's performance clearly and significantly above satisfactory, it was also of an independent and creative nature.

A- Excellent work. Performance was significantly above satisfactory, as well as creative and independent.

B+ Near excellent work. Achievement was significantly above the level necessary to meet course requirements. Performance was clearly and significantly above satisfactory, and was creative and independent.

B Very good work. Achievement significantly above the level necessary to meet course requirements. Performance was very good, although not of the highest level.

B- Good work. Achievement at a level just above that necessary to meet course requirements. Performance was notable.

C+ Slightly above satisfactory work. Achievement that meets the course requirements. Performance was slightly more than adequate.

C Satisfactory work. Achievement that meets the course requirements. Performance was adequate, although marginal in quality.

C- Slightly below satisfactory work. Achievement that barely meets the course requirements. Performance slightly below satisfactory and was marginal in quality.

D+ Passing work. Achievement below satisfactory in meeting course requirements. Student demonstrated below satisfactory achievement in meeting course objectives, yet fulfilled a sufficient enough portion of the course objectives that repeating the course is not necessary unless required by the academic unit.

D Effectively the same criteria as D+, but to a slightly less satisfactory degree.

D- Minimum passing work. Achievement barely worthy of credit. Student demonstrated unsatisfactory achievement in meeting course objectives, yet fulfilled a sufficient enough portion of the course objectives that repeating the course is not necessary unless required by the academic unit.

F Failed – no credit. A failure to meet course requirements. The work was either 1) completed but not at a level of achievement that is worthy of credit, or 2) was not completed.

Admissions deadlines & enrollment policies – Fall 2021

- *Classes begin: 8/21/21*
- *Last day to add a class: 8/27/21*
- *Last day to drop without a W and receive a refund: 9/03/21*
- *Labor Day Holiday (all campuses closed): 09/06/21*
- *Census date: 9/07/21 or 20% into class duration*
- *Last day to petition to graduate or apply for certificate: 10/28/21*
- *Last day for student-initiated W (no refund): 10/29/21*
- *Last day for faculty-initiated W (no refund): 10/29/21*
- *Veteran's Day (all campuses closed): 11/11/21*
- *Fall Break (no classes): 11/22/21 – 11/26/21*
- *Thanksgiving Holiday (all campuses closed): 11/24/21 – 11/26/21*
- *Final examinations: 12/11/21 – 12/17/21*
- *Last day to petition to file P/NP option: 12/17/21*
- *Semester ends: 12/17/21*
- *Grades available for transcript release: approximately 01/07/22*

More Information and CR Services

Setting Your Preferred Name in Canvas

Students have the ability to have an alternate first name and pronouns to appear in Canvas. Contact [Admissions & Records](#) to request a change to your preferred first name and pronoun. Your Preferred Name will only be listed in Canvas. It does not change your legal name in our records. See the [Student Information Update form](#).

Academic dishonesty

In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left primarily to the discretion of the faculty member. In such cases, where the instructor determines that a student has demonstrated academic dishonesty, the student may receive a failing grade for the assignment and/or exam and may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500) is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the [College Catalog](#) and on the [College of the Redwoods website](#).

Disruptive behavior

Student behavior or speech that disrupts the instructional setting will not be tolerated. Disruptive conduct may include, but is not limited to: unwarranted interruptions; failure to adhere to instructor's directions; vulgar or obscene language; slurs or other forms of intimidation; and physically or verbally abusive behavior. In such cases where the instructor determines that a student has disrupted the educational process, a disruptive student may be temporarily removed from class. In addition, the student may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the [College Catalog](#) and on the [College of the Redwoods website](#).

Inclusive Language in the Classroom

College of the Redwoods aspires to create a learning environment in which all people feel comfortable in contributing their perspectives to discussions. Students are encouraged to use language that is inclusive and respectful.

Community College Student Health and Wellness

Resources, tools, and training regarding health, mental health, wellness, basic needs and more designed for California community college students, faculty and staff are available on the California Community Colleges [Health & Wellness website](#).

[Wellness Central](#) is a free online health and wellness resource that is available 24/7 in your space at your pace.

Students seeking to request a counseling appointment for academic advising or general counseling can email counseling@redwoods.edu.

Student Support Services

The following online resources are available to support your success as a student:

- [CR-Online](#) (Comprehensive information for online students)
- [CR Student Services](#)
- [Canvas help and tutorials](#)
- [Online Student Handbook](#)

The Learning Resource Center (LRC) includes the following resources for students

- [Academic Support Center](#) for instructional support, tutoring, learning resources, and proctored exams. Includes the Math Lab & Drop-in Writing Center
- [Library Services](#) to promote information literacy and provide organized information resources.
- [Multicultural & Diversity Center](#)

Special programs are also available for eligible students include

- [Extended Opportunity Programs & Services \(EOPS\)](#) provides financial assistance, support and encouragement for eligible income disadvantaged students at all CR locations.
- The TRiO Student Success Program provides eligible students with a variety of services including trips to 4-year universities, career assessments, and peer mentoring. Students can apply for the program in [Eureka](#) or in [Del Norte](#)
- The [Veteran's Resource Center](#) supports and facilitates academic success for Active Duty Military, Veterans and Dependents attending CR through relational advising, mentorship, transitional assistance, and coordination of military and Veteran-specific resources.
- Klamath-Trinity students can contact the CR KT Office for specific information about student support services at 530-625-4821

Emergency procedures / Everbridge

College of the Redwoods has implemented an emergency alert system called Everbridge. In the event of an emergency you will receive an alert through your personal email and/or phones as well as at Canvas.

Registration is not necessary in order to receive emergency alerts. Check to make sure your contact information is up-to-date by logging into WebAdvisor <https://webadvisor.redwoods.edu> and selecting 'Students' then 'Academic Profile' then 'Current Information Update.'

For more information see the [Redwoods Public Safety Page](#).