

COLLEGE OF THE CANYONS, VALENCIA - Syllabus
GMD 101: Intro to Visual Comm (29859), MENH 205
F17 (08/21 – 12/09/17) M & W: 1:15 – 3:35 PM

Instructor: Mark Flanders - www.markflanders.com
Email: Markart76@hotmail.com Subject: GMD101
Office Hrs: M & W, 1 – 1:15 PM, 3:35 – 3:50, MENH205

COURSE DESCRIPTION: GMD 101 introduces the concepts and practices applicable in digital media, including digital imaging, audio, video, graphic design and multimedia. Includes instruction in several software applications.

STUDENT LEARNING OUTCOMES:

LECTURE

- Evaluate the creative process as it applies to visual communication workflow.

LAB

- Create media for visual communication using a variety of software.

COURSE OBJECTIVES:

LECTURE

- Assess how visual communication influences culture
- Define the elements of composition
- Distinguish the principals of composition
- Explain and illustrate the creative process
- Examine divergent thinking
- Practice the process of critique
- Align software application with the project requirements
- Demonstrate a variety of software

LAB

- Create media using applicable software

TEXT: Guide to Graphic Design by Scott W. Santoro, ISBN-13: **978-0132300704** (\$42 - \$100) and a 3 - 4 month subscription to **Lynda.com** (\$25 per month) OR a **FREE** subscriptions through the LA County Library! <http://www.colapublib.org/>

Recommended: Books, magazines, newspaper articles or any material related to design, art, photography, digital media or new technology

REQUIRED MATERIALS AND SUPPLIES:

- Dedicated sketchbook/idea book/note book
- Writing and coloring materials for notes and sketches
- Removable memory, such as a Flash Drive or personnel external hard drive, at least 8 GB
- Prints and posters, either your own (photo quality prints) or an outside source. I.e. Kinkos, Fed Ex, Staples, Costco, Walmart, Walgreens, etc.
- 9" x 12" envelopes (5)
- Other expenses may vary from student to student

GRADING POLICIES:

- Course materials may total \$80 - \$150

STUDENT RESPONSIBILITIES/REQUIREMENTS:

- Attending all lectures, labs and class is mandatory
- Completion of all assignments, exercises and quizzes
- Critiques are part of the project and class participation; your attendance is required in order to successfully complete the project
- Class Participation - contributing to all classroom discussions, projects, critiques and activities
- In the event of an absence, it is the responsibility of the student to get any pertinent lecture notes and demonstration materials. Ask classmates for materials and refer to your lesson plan for missed course work - Exchange contact info with at least 2 classmates today!
- Being absent from a demonstration may limit a student's access to equipment and/or lab facilities
- Refer to *Lesson Plan* for details on lectures and demonstration dates
- If you have a documented disability requiring accommodations for this class, please see me
- Missing the final critique could result in a failing grade for the semester; plan accordingly!
- All student work is to be collected by the end of the course. I may not save uncollected projects

ATTENDANCE POLICIES:

- Class attendance is mandatory
- Email me if you will be absent from class with an explanation. You are still responsible for missed info and assignments
- Arriving late or leaving early is not acceptable
- You may be dropped from the course if you miss three consecutive classes or miss a total of four classes during the semester.
- 2 late arrivals or leaving early equals 1 missed class

STUDENT LEARNING ACTIVITIES & METHOD OF

EVALUATION/GRADING: Credit and a student's final grade in this course will be based upon a variety of factors:

- A series of projects and critiques will determine the major part of the grade
- Tests, quizzes, and homework
- In-class "One-Minute" papers

Projects and activities will be based on homework assignments, class discussions & presentations. Since these lectures & presentations expand on homework material and new material, it is required that you take notes as well as attend all classes.

80% of your grade is determined by project-based assignments:

- Project #1: *Photos, Fortune Cookie*, Photoshop 200 Points or 30%
- Project #2: *Poster – Typography*, Illustrator 200 Points or 30%
- Project #3: *Video*, Photoshop video - mp4 300 Points or 30%
- Project #4: *Website Portfolio*, - Tumblr.com 100 Points or 10%

20% of grade based on in-class exercises 200 Points or 20%

Projects will be evaluated on the students' ability to follow directions, technical exploration, execution, creativity, originality, concepts, aesthetic merits, full exploration of visual possibilities, and professional presentation.

Projects must have your full name and project # on them or they will not be accepted.

- **Late work** (work that is not turned in on the assigned due date) will not be accepted without documented extenuating circumstances (This will only be allowed one time)
- No make-up quizzes, exams or in-class exercises
- Grade challenges to be petitioned within six months of the end of the course
- All materials for grade challenge are the student's responsibility to collect and store

GRADING SCALE:

A	90 - 100	Original work, excellent resolution and fine craftsmanship
B	80 - 89	Creative work, well above average in design, craftsmanship and presentation
C	70 - 79	Competent, average work that fulfills the assignment
D	60 - 69	Work needing significant improvement to meet requirements
F	59 or <	Work that is not acceptable

Academic Honesty/Dishonesty Policy – I reserve the right to fail any student who plagiarizes or in anyway turns in work that is not their own. That said; if you're having problems keeping up with deadlines, see me to discuss possible solutions. See "Conduct Policy" http://www.canyons.edu/offices/Student_Services/Academic_Info/ConductPolicy.asp

CLASSROOM POLICIES:

- No sleeping, closed eyes or dozing off; stay alert for all class discussions and activities
- No loud side conversations or talking during discussions or lab
- No food or open beverages in the facilities
- No inappropriate language
- No inappropriate or offensive content permitted in projects
- No inappropriate use of facilities especially the Internet, games, or videos
- NO cell phones, NO personal listening devices, and NO BFF's; ONLY enrolled students allowed in class.



GENERAL POLICIES:

- Commercial art is a client and deadline driven profession. I act as the facilitator for each project and I expect to see: concept boards, preliminary sketches, in-process work and final completed material for each project. **Back-up work!**
- As in the commercial art profession, deadlines are crucial; therefore, I do not accept late projects. I expect you to be prepared for each class and critique.
- Critiques, like exams, start promptly at the beginning of the scheduled due date (see lesson plan). You will be dropped at least a letter grade for that project if you do not participate in the critique and at least half a grade if you arrive late.
- When e-mailing me please include your full name and course # on the subject line. Keep e-mails brief
- I do not accept projects via e-mail
- Failure to report for scheduled final examination or critique may result in a failing grade for the course.
- Students, faculty and staff have the right to a campus that is free of harassment. But as an institution with higher ideals, we expect more. We want a campus where people treat each other with respect, both physically and verbally. Let's be clear: any abusive or offensive behavior on campus is inappropriate, even if it's not bad enough to be "illegal" harassment. We prohibit on our campus all types of mistreatment and misconduct based on someone's race, color, sex, age, religion, disability, sexual orientation and so on. For example, students, faculty or staff may be disciplined or fired

for inappropriate behavior, even if what they do doesn't violate the law. We higher standards; behave accordingly.

DISCLAIMER:

Throughout this course students may be exposed to numerous artwork from diverse points of view. Although questionably offensive artwork is always placed in an appropriate historical and artistic context, I recognize and respect the right of individual students who choose not to be exposed to said work. If any student feels this pertains to them, please bring your concerns to the instructor's attention prior to scheduled lectures to discuss any possible solution. In any case, students are always held responsible to complete in full any assignments, projects and/or exercises.

FYI:

Student Code of Conduct:

<http://www.canyons.edu/Offices/AcademicSenate/Documents/Documents/Student%20Conduct%20Guide%20for%20Faculty.pdf>

Students' Rights and Responsibilities: <http://www.canyons.edu/Offices/Counseling/Pages/Student-Rights.aspx>

Student Handbook: <http://www3.canyons.edu/info/catalog/issues/20082010.pdf>

The Learning Center (TLC): <http://www.canyons.edu/Offices/TLC/Pages/default.aspx> Phone: (661) 362-3351

Disabled Students Program & Services (DSPS) **If** you have a documented disability requiring accommodation for this class, please see me or contact the Disabled Student Programs and Services (DSPS). For information on DSPS services, please visit: <http://www.canyons.edu/offices/dsps/Pages/default.aspx> or phone: (661) 362-3341, TTY: (661) 362-3726

MANAGEMENT OF STRESS AND MENTAL HEALTH:

Often the pressure on our students is very strong, involving academic commitments, relationships, outside jobs and family pressure to name a few. The staff and faculty of College of the Canyons are here to see you succeed academically and care about your emotional and physical health. You can learn more about the broad range of confidential student services, including counseling and mental health services available on campus by visiting the Student Health & Wellness Center in the Student Services Building (across from the bookstore) or by clicking on <http://www.canyons.edu/offices/Health/Pages/default.aspx> . The phone number is **661-362-3259**.

To receive text-based support from trained Crisis Text Line counselors, students can text "COURAGE" to 741741. The support is free, accessible 24/7, and confidential. The organization has over 3,000 trained Crisis Counselors with strict safeguards and protocols to provide care, safety, and confidentiality for each user.

The text-based resource further supports the mental health and wellness initiatives of the Student Health & Wellness Center and BIT, and compliments our efforts to have everyone on campus (Staff, Faculty and Students) enter the **Suicide Prevention Lifeline** in their phone speed dial. Once again, the **Suicide Prevention Lifeline** number is **1-800-273-TALK (8255)**. You can call it when you, or someone you know, is having thoughts of suicide or is in severe distress.

The service is always free to texters. Crisis Text Line can be used for all crises such as LGBTQ issues, cyberbullying, suicide, anxiety and beyond. Crisis counselors complete a 34-hour training and have 24/7 supervision by full-time Crisis Text Line staff. *For more information, please visit www.crisistextline.org. You can pick up cards and bookmarks at the health center while the supply lasts.*

Please treat the computer equipment with extreme care. If you are unsure about something, ask. Remember to back-up all your work. I will not take, "I didn't have more than one copy or my computer deleted it!" as an excuse for late work.

The Syllabus or Lesson Plan is subject to change at instructor's discretion. I will do my best to assist you and in return, I ask that you apply yourself to the class, assignments and projects as well as attend sessions and participate in class.

MARK, HOW DO I GET A PASSING GRADE IN THIS CLASS?

- Be in class on time with required materials.
- Purchase the textbook and materials as soon as possible.
- Do required reading and homework.
- Take notes, ask questions, and study.
- Check your Lesson Plan each week.
- Use your time wisely especially on days when you have lab.
- Hand in Projects and assignments on time.
- Always be willing to listen and learn.
- Communicate your ideas, concerns and needs.
- Get materials and notes from your class friends if you are late or absent.

- Use appropriate language.
- Respect the instructor, lab tech and others.

Things to Keep in Mind:

- You may have more strength in one area than another, but hang in there and it will come together. Every day is an important learning opportunity; don't miss it!
- Stay open to new ways of seeing. Chances are you have some experience with technology and looking at visual information, but now we will explore and examine how to create successful and memorable content.
- This Syllabus and/or the Lesson Plan are subject to change at instructor's discretion. So keep up to date on any changes.

Some websites to check out:

College Calendar: <http://www.canyons.edu/offices/admissions/AcademicCalendars/2013SP.pdf>

pinterest.com	memes.com	society6.com
tumblr.com	juxtapoz.com	cafepress.com
flickr.com	vimeo.com	squarespace.com
deviantart.com	wordpress.com	Lynda.com
etsy.com	wix.com	
hybeast.com	thisiscolossal.com	

GRADING PROCEDURE & FINAL GRADE SHEET

Name _____

This is your tool to keep track of your class progress and grade

Your GMD 101 grade for the semester will be based on the following:

<u>Assignment</u>	<u>Points Possible</u>	<u>Points Received</u>	
Project 1, Photos _____		200 pts	_____
Project 2, Typography Poster _____		200 pts	_____
Project 3, Video _____		300 pts	_____
Project 4, Online Portfolio _____		100 pts	_____
In-Class Exercises _____		200 pts	_____
 Total Points Possible _____	1000 pts	Total Pts _____	Final Grade _____

***In order to receive an "A" or "B" you must have completed all projects (1 – 4). If you have not completed all assignments your grade will be lowered and/or you could fail the course.**

- A = 1,000 – 900:** Student's performance has been at the highest level, showing sustained excellence in meeting all course requirements and exhibiting a remarkable degree of intellectual initiative.
- B = 899 – 800:** Student's performance has been at a high level, showing consistent and effective achievement in meeting course requirements.
- C = 799 – 700:** Student's performance has been at an adequate level, meeting course requirements.
- D = 699 – 600:** Student's performance has been less than adequate, barely meeting the course requirements.
- F = 500 – 0:** Student's performance has been less than adequate, and has not met the minimum requirements.

Certificate of Achievement Graphic & Multimedia Design

Program Requirements

Graphic Design

GMD 101	Introduction to Visual Communication	3 units
GMD 104	Graphic Design for Web and Social Media	3 units
GMD 107	Multimedia for Web and Social Media	3 units
GMD 120	History of Graphic Design	3 units
GMD 142	Digital Illustration	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 242	Graphic Design II	3 units
CWEE 188	Cooperative Work Experience Education	1 unit

Multimedia

GMD 101	Introduction to Visual Communication	3 units
GMD 104	Graphic Design for Web and Social Media	3 units
GMD 107	Multimedia for Web and Social Media	3 units
GMD 120	History of Graphic Design	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 177	Web Page Design I	3 units
GMD 277	Web Page Design II	3 units
CWEE 188	Cooperative Work Experience Education	1 unit

Two-Year Pathway to Completion

Fall – Semester I

GMD 101	Introduction to Visual Communication	3 units
GMD 104	Graphic Design for Web and Social Media	3 units
GMD 120	History of Graphic Design	3 units
Total		9 units

Spring – Semester II

GMD 107	Multimedia for Web and Social Media	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
Total		9 units

Fall – Semester III

GMD 142/GMD 177	Digital Illustration/Web Page Design I	3 units
GMD 173	Motion Design	3 units
Total		6 units

Spring – Semester IV

GMD242/GMD 277	Graphic Design II/Web Page Design II	3 units
CWEE 188	Cooperative Work Experience (in GMD)	1 unit
Total		4 units

The "Two-Year Pathway to Completion" is a recommended course sequence. See your counselor for details.

Associate of Arts Degree Graphic & Multimedia Design

Program Requirements

Graphic Design

GMD 101	Introduction to Visual Communication	3 units
GMD 120	History of Graphic Design	3 units
GMD 142	Digital Illustration	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 242	Graphic Design II	3 units
ART 110	History of Art: Ancient to Medieval	3 units
ART 111	History of Art: Renaissance to Present	3 units
ART 124A	Drawing I	3 units
ART 140	Beginning Design: Two-Dimensional Media	3 units

Multimedia

GMD 101	Introduction to Visual Communication	3 units
GMD 120	History of Graphic Design	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 277	Web Page Design I	3 units
GMD 277	Web Page Design II	3 units
ART 110	History of Art: Ancient to Medieval	3 units
ART 111	History of Art: Renaissance to Present	3 units
ART 124A	Drawing I	3 units
ART 140	Beginning Design: Two-Dimensional Media	3 units

Two-Year Pathway to Completion

Fall – Semester I

GMD 101	Introduction to Visual Communication	3 units
GMD 120	History of Graphic Design	3 units
ART 124A	Drawing I	3 units
MEA 100	Mass Media Communications	3 units
ENGLISH 101	English Composition	3 units
Total		15 units

Spring – Semester II

GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
ART 140	Beginning Design: Two-Dimensional Media	3 units
MATH 070 or 075	Intermediate Algebra/Inter. Algebra for Statistics	5 units
Total		14 units

Fall – Semester III

GMD 142/GMD 177	Digital Illustration/Web Page Design I	3 units
GMD 173	Motion Design	3 units
ART 110	History of Art: Ancient to Medieval	3 units
HLHSCI 100	Health Education	3 units
HIST 111	United States History I	3 units
Total		15 units

Spring – Semester IV

GMD242/GMD 277	Graphic Design II/Web Page Design II	3 units
ART 111	History of Art: Renaissance to Present	3 units
ANTHRO 101	Physical Anthropology	3 units
CINEMA 123	American Cinema: Crossing Cultures	3 units
POLISC 150	Introduction to American Government and Politics	3 units
CWEE 188	Cooperative Work Experience Education (in GMD)	1 unit
Total		16 units

The "Two-Year Pathway to Completion" is a recommended course sequence and presumes entering college ready in English and mathematics. Some suggested general education courses may be substituted for appropriate alternatives. See your counselor for details.