



North Central State College
MASTER SYLLABUS
2019-2020

- A. Academic Division: Business, Industry and Technology
- B. Discipline: Visual Communications Media & Technology
- C. Course Number and Title: VCMT1085 Visual Communications I
- D. Course Coordinator: Lynn Damberger
Assistant Dean: Toni Johnson, PhD

Instructor Information:

- Name: Click here to enter text.
- Office Location: Click here to enter text.
- Office Hours: Click here to enter text.
- Phone Number: Click here to enter text.
- E-Mail Address: Click here to enter text.

- E. Credit Hours: 3
Lecture: 2 hour
Laboratory: 2 hours
- F. Prerequisites: None
Co-requisite(s): VCMT1050
- G. Syllabus Effective Date: Fall, 2019
- H. Textbook(s) Title:

White Space is Not Your Enemy

- Author(s): Rebecca Hagen and Kim Golombisky
- Copyright Year: 2016
- Edition: 3rd
- ISBN: 9781138804647

Adobe InDesign CC Classroom in a Book

- Author: DeJarld
- Copyright Year: 2018
- Edition: 1st
- ISBN: 9780134852508

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description: This beginning course provides an overview of the Mac Computer platform, and Visual Communication Media and Technology industry. Students will explore different careers in the VCMT field. This course provides an overview of the creative process, visual communication, graphic design principles, layout design, and typography as they are applied to print, web, and video production. The leading computer software applications will be used to explore the processes of design and layout of different types of documents and media.

K. College-Wide Learning Outcomes:

College-Wide Learning Outcome	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
Mac Software	
1. Use the Mac computer	Mac Quiz, beginning of the course.
Design Theory	
1. Apply the principles of graphic design.	Exercises, midterm test, final test and all projects. Throughout the course.
2. Demonstrate an awareness of graphic design.	Daily homework chapters from textbooks – throughout the course. Weekly journals – first half of the course, daily samples – first ¾ of the course & notebooks – graded at midterm and end of course.
3. Develop projects by following the design process and use a design brief to define project goals.	Midterm Test and all projects – require thumbnails, rough comps, and Design Brief turned in with every project. Second half of the course.
4. Use the design process and critical thinking process to solve design problems.	In class exercises, thumbnails for all projects, creativity portion of rubrics for all projects and Midterm Test. Throughout the course.
5. Apply design principles of outside advertising to create a billboard.	Project #1 Billboard. Second half of course
6. Apply design principles to create an online advertisement.	Project #2 Online Advertisement. Second half of the course
7. Apply the grid layout principle to create a poster project.	Final Test and Project #3 Poster. Second half of course
8. Positively critique, discuss and accept criticism of work and other students' work.	Project critiques and participation in critiques are 10% of each projects grade. Second half of the course.
Typography Principles	
1. Identify different type categories and font families, font anatomy, and different font file types, like Open Type, True Type and Postscript.	Type Anatomy Handout, Typesetting exercise Midterm Test, and Final Test. Middle of the course.

Outcomes	Assessments – How it is met & When it is met
2. <ul style="list-style-type: none"> • Use proper typesetting techniques including font size, spacing, punctuation, and spell check • Properly use baseline shift, small caps, font scaling, tracking, and kerning • Create reverse type • Identify and use quote and prime marks • Use subscript and superior type • Create fractions, ordinals, and use glyphs such as ellipses, ligatures, and swashes • Identify widows and orphans • Apply first line indent and space between paragraphs • Create initial caps, drop caps and use text wrap • Thread text boxes • Create numbered and bulleted lists • Create and apply paragraph and character styles 	Typesetting exercise, middle of the course.
Software and file preparation competency	
1. Use the proper software, resolution and requirements for printing, web design, and imaging. Collect and package a file/document to take to a vendor or printing company.	Grade all projects from the files and open them in the proper software to examine proper software techniques. Also questions on Midterm and Final Test. Craftsmanship portion of all project rubrics. Second half of the course.
2. Demonstrate good file organization and attention to details.	Requirements and Craftsmanship portion of all project rubrics. All projects second half of the semester.
3. Complete work within due dates and deadlines.	Late work not accepted after due date without valid excuse. All projects and tests throughout the course.
4. Properly prepare artwork for presentation to a client.	Mount all projects and grade under the craftsmanship portion of the rubric. All projects second half of the course.

M. Topical Timeline (Subject to Change):

1. Mac Operating System
2. Careers in Visual Communication Media & Technology industry
3. Elements of design and principles of design
4. Basic graphic skills for print, and on screen
5. Typography
6. Process of creativity and brainstorming
7. Design process from concept to thumbnails, to comps, to finishes projects
8. Use of grids, paths & focal points in design & layout

N. Course Assignments:

1. Billboard Project
2. Online Advertisement Project

3. Poster Project
4. Journaling for awareness of graphic design
5. Sample collection and exercises on design elements, principles, grids and cropping
6. Homework chapters from textbooks
7. Font anatomy and category identification handouts and exercises
8. Typesetting & type formatting, handouts and exercise
9. Tests

O. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70-72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

P. Grading and Testing Guidelines:

Click here to enter text.

Q. Examination Policy:

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R. Class Attendance and Homework Make-Up Policy:

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S. Classroom Expectations:

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T. College Procedures/Policies:

Important information regarding College Procedures and Policies can be found on the [syllabus supplement](#) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>

The information can also be found Choose an item.