



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: VCMT1280 Visual Communication II & Typography
- 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 hours
Laboratory: 2 hours
- F. Prerequisites: VCMT1080, VCMT1050 (Minimum grade of C- required in both courses)
- G. Syllabus Effective Date: Fall, 2019
- H. Textbook(s) Title:
- Typographic Design in Digital Studio Design Concepts*
- Author: David Amdur
 - Copyright Year: 2006
 - Edition: 2007
 - ISBN #: 9781401880934
- White Space Is Not Your Enemy*
- Author: Rebecca Hagen and Kim Solombisky
 - Edition: 2nd
 - Copyright Year: 2013
 - ISBN: 9780240824147
- Adobe InDesign CC Classroom in a Book*
- Author: Anton, DeJarld
 - Edition: 1st
 - Copyright Year: 2019
 - ISBN: 9780135262153
- I. Workbook(s) and/or Lab Manual: None

J. Course Description: Expanding on student’s knowledge of graphic design elements and principles covered in VCMT 1080, students will further explore page design. Emphasis will be on typography. History of typography, graphic design, and printing processes will be studied. Projects may include advertisements, letter shapes, logos, brochures, tables, form documents, grid layouts and mass media communication.

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	Critical Thinking VALUE Rubric
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
1. Follow the design process from concept to client presentation and printing.	Follow the design process for all projects. Starting the process with thumbnails, concepts and completing them with critique and presentation. All projects throughout the semester.
2. Explain the role of designer, client and the graphic design process.	Take Home Test midterm. Final test.
3. Identify type/fonts, how important it is in graphic design, and how to use it graphic design.	Type identification homework, Mid-Term and all projects. Homework thru out the semester and midterm week.
4. Explain the history and role of typography in graphic design and printing history and how it relates to computer graphics.	Reports, Mid Term & Letter Design Project. Weeks 1-7.
5. Demonstrate intermediate skills in graphic design, typography, layout and design.	All projects and project requirements will be evaluated for their typesetting and formatting. All projects all weeks.
6. Explain the role of corporate identity and branding in advertising.	Logo and corporate identity project. Week 4-7.
7. Create a brochure and accommodate different formats, bleeds, die cuts, spot colors and folds for printing.	Brochure project. Weeks 10-13.
8. Demonstrate file organization skills and prepress skills.	Some project files will be graded from students’ files on server, and others will be graded after collecting for press and cooying to electronic storage devices. Messy and unorganized project files will be graded accordingly and may result in a zero for the project. All projects all weeks.
9. Demonstrate good craftsmanship & organization skills.	Spelling, typographical errors, improperly prepared files and unorganized files, and bad craftsmanship will be evaluated as 20% of each project. All projects and exercises all semester.
10. Demonstrate creativity in concept, layout, and typography.	Layout and the typography. All projects all semester.
11. Complete work within deadlines.	All projects all semester.

Outcomes	Assessments – How it is met & When it is met
12. Critique their work, the work of others, and accept criticism.	Project critiques & presentations, all semester.
13. Work in teams.	Various activities, exercises in class, and critiques during the whole semester.
14. Explain the importance of organization skills & background reference materials.	Organized notebook including reference materials, craftsmanship is 10-20% of project grades. Instructor can refuse to grade projects that are not well organized. Collected and evaluated the 9 th or 10 th week of the semester.

M. Topical Timeline (Subject to Change):

1. Desktop Publishing
2. Art & Illustration
3. Photographic Composition
4. Prepress & Printing
5. Resolving Graphic Design Problems
6. Typography

N. Course Assignments:

1. Letter Redesign Project
2. History of alphabet, communication, typography & printing
3. Corp Identity Project
4. History of Graphic Design
5. Mid-Term
6. Magazine Ad or Book Cover Project
7. Brochure/Menu Project
8. Advanced typesetting project (either recipes, cookbook or forms)
9. Final Take Home and Final In class Test

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:

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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.