



North Central State College

MASTER SYLLABUS

2025-2026

A. Academic Division: Engineering Technology, Business & Criminal Justice Division

B. Discipline: Visual Communications Media & Technology

C. Course Number and Title: VCMT2280 Editing & Publishing for Visual

D. Assistant Dean: Brooke Miller, M.B.A.

E. Credit Hours: 3

Lecture: 1 hour

Laboratory: 4 hours

F. Prerequisites: ENGL1010, VCMT1280 (Minimum grade of C- required in both courses)

G. Last Course/Curriculum Revision Date: Fall 2024 Origin date: 08/02/2011

H. Textbook(s) Title:

White Space Is Not Your Enemy

- Author: Golombisky
- Edition: 3rd
- Copyright Year: 2016
- ISBN: 9781138804647

I. Workbook(s) and/or Lab Manual: None

J. Course Description: This course blends both copy and design to further develop skills in writing for publications, designing, and producing publications. Students will get experience in two related areas 1.) Writing and editing documents for publication; and 2.) Using design publication software to produce multiple page documents like books, newsletters, magazines, ebooks, and interactive publications. Students will produce copy for their publishing projects prior to placing it in their layout, will edit copy for technical correction, and will copy fit text to complete their projects. The use of grids, master pages, style sheets, tables, forms, and variable data, for print and electronic publication will be covered. This course will be team taught with the English department.

K. College-Wide Learning Outcomes:

College-Wide Learning Outcome	Assessments - - How it is met & When it is met
Communication – Written	Communication VALUE Rubric – Projects (newsletter, magazine spread, ebook) full term and in-class writing exercises.
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	Information Literacy VALUE Rubric – All projects throughout the full term
Quantitative Literacy	



North Central State College
SYLLABUS ADDENDUM

Academic Division:	EBC	Discipline:	VCMT
Course Coordinator:	Morgan Baker		
Course Number:	VCMT-2550-01	Course Title:	Imaging 3
Semester / Session:	Fall 2025 / 16 Weeks	Start / End Date:	08/11/2025 thru 12/12/2025

Instructor Information

Name:	Morgan Baker	Credentials:	Master of Fine Arts – Media Design
Phone Number:	419-755-4862	E-Mail Address:	mbaker@ncstatecollege.edu
Office Location:	237 - Kehoe	Office Hours:	M-Th 12:00pm – 1pm

I. Topical Timeline / Course Calendar (Subject to Change):

Weeks	Topics	Assignment	Due Date
1	Vector Hand Drawing	Project 1 – Adobe Illustrator	08/18
2	Vector Sketch Tracing	Project 2– Adobe Illustrator	08/27
3-5	Logo	Project 3– Adobe Illustrator	09/15
6	Can Packaging	Project 4 – Photoshop	09/22
7-8	T-Shirt Design	Project 5– Photoshop	10/15
9-12	Infographic, Holiday Card	Project 6– Adobe Illustrator	11/12
13-14	Art Show Poster	Project 7– Photoshop	11/24
15-16	Album Cover	Project 8 - Photoshop	12/03

II. Grading and Testing Guidelines:

Final Grade Calculation

Activity	Percentage
Assignments	80
Attendance	10
Critiques	10

III. Examination Policy:

- The reasons for which a student will be excused from taking an examination:
 - Excused absences** include illness (with documentation), religious observances, family emergencies, or approved college activities.
- A student who misses an examination for any reason is responsible for:
 - Contacting the teacher and scheduling a time to take the exam outside of class

No makeup opportunity will be given for unexcused absences of quizzes.

IV. Class Attendance and Homework Make-Up Policy:

1. **Attendance is required** and essential for your success in this course.
2. You are allowed **up to 2 unexcused absences** without penalty. Each additional unexcused absence may lower your final grade by **2% per occurrence**.
3. **Excused absences** include illness (with documentation), religious observances, family emergencies, or approved college activities.
4. If you will miss class, you must notify the instructor **before class** when possible.
5. Arriving more than **15 minutes late** or leaving early without prior approval counts as **½ an absence**.
6. You are responsible for all material covered during any absence.
7. **Due Dates:** All assignments are due at the start of class (or posted online deadline).
8. **Late Work:**
 - a. Work turned in **within 24 hours** of the due date will lose **10%**.
 - b. Work turned in **1–7 days late** will lose **20%**.
 - c. Work more than **7 days late** will **not be accepted** unless prior arrangements are made.
9. **Excused Absences:**
 - a. If your absence is excused, you may submit work without penalty within **one week** of your return.
 - b. You must communicate with the instructor to arrange make-up deadlines.
10. **Missed In-Class Activities:** Some studio work, critiques, or labs cannot be replicated outside of class. In such cases, alternative assignments may be given at the instructor's discretion.

V. **Classroom Expectations:**

1. **Respect**
 - Treat your peers, instructor, and their work with respect.
 - Listen actively during discussions and critiques.
 - Be open to diverse perspectives and creative approaches.
2. **Engagement**
 - Arrive on time and stay for the entire class.
 - Participate in activities, discussions, and group work.
 - Stay on task during class work time — limit unrelated browsing, texting, or distractions.
3. **Preparedness**
 - Bring required materials, completed assignments, and any necessary technology to class.
 - Check Canvas/email regularly for announcements and updates.
4. **Professionalism**
 - Meet deadlines and follow project guidelines.
 - Use professional and constructive language in all communications.
 - Take responsibility for your own learning — ask questions and seek help when needed.
5. **Collaboration & Feedback**
 - Contribute to a supportive learning environment.
 - Offer feedback that is constructive, specific, and respectful.
 - Accept feedback with an open mind and use it to improve your work.
6. **Academic Integrity**
 - Submit only your own original work unless collaboration is part of the assignment.
 - Give proper credit when using others' ideas, images, or resources.
 - Follow all college policies on plagiarism and copyright.

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
Writing & Editing Outcomes	
1. Employ a clear writing style by planning for unity, coherence, progress, conciseness, and proper emphasis.	Publishing projects including newsletter and magazine projects. Will be assessed on assignments and projects, throughout the term.
2. Edit technical communications for greater clarity and audience awareness.	Publishing projects including newsletter and magazine projects. Assessed on projects throughout the term.
3. Develop techniques for detecting and fixing typos, spelling errors, and missing text.	Exercises completed the first half of term.
4. Copy fit and edit text to fit layout.	Final proof edited of documents. Assessed on projects throughout the term.
Design & Publishing Outcomes	
5. Create and apply style sheets, master pages, and use organization skills necessary to deal with larger documents.	Publishing projects including newsletter and magazine projects. Assessed on projects throughout the term.
6. Demonstrate advanced copy fitting, typesetting and editing skills, including tables and templates.	Publishing projects including newsletter and magazine projects. Assessed on projects throughout the term.
7. Follow prepress process skills, including proper resolution, creating pdfs for printing, and collecting for output.	Publishing projects including newsletter and magazine projects. Assessed on projects throughout the term.
8. Work within the requirements for projects.	Publishing projects including newsletter and magazine projects. 20-40% of each project. Assessed on projects throughout the term.
9. Be able to create publications for electronic publishing like ebooks.	Interactive magazine project, ebook exercise. Final interactive project
10. Demonstrate creativity and design principles.	40-60% of each project. Assessed on projects throughout the term.
11. Complete assignments within deadlines.	No late work is accepted without a valid excuse. Assessed on projects throughout the term.

M. 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

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences.

Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at

<https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf>