



## North Central State College

**MASTER SYLLABUS**

**2026-2027**

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

B. Discipline: Visual Communications Media & Technology

C. Course Number and Title: VCMT1085 Visual Communications I

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

E. Credit Hours: 3

Lecture: 2 hours

Laboratory: 2 hours

F. Prerequisites: None

Co-requisite(s): VCMT1050

G. Last Course/Curriculum Revision Date: Fall 2027    Origin date: 12/11/2015

H. Textbook(s) Title:

*White Space is Not Your Enemy*

- Author(s): Rebecca Hagen and Kim Golombisky
- Copyright Year: 2025
- Edition: 4th
- ISBN: 9781032104348

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

J. Course Description: This course provides an overview of the Mac Computer platform, Vector Graphics, and Visual Communication practices. It will enable the student to employ digital drawing tools and the elements and principles of design to create vector graphics and illustrations. The student's projects will be based on conceptual sketches transferred to the computer utilizing digital illustration practices and techniques in Adobe Illustrator. The vector graphics and digital illustrations will be created for independent compositions or layouts and exported using the appropriate output method for their intended use as seen in the industry. **(CTAG# CTGRPH002) Vector Graphics.**

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 | Intercultural Knowledge & Competence VALUE Rubric |
| 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<br>& When it is met                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mac Software</b>                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                            |
| 1. Demonstrate proficient usage of the Mac computer                                                                                                                                                                                                         | Mac Quiz, beginning of the course.                                                                                                                                                                                                                                         |
| <b>Vector Skills</b>                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                            |
| 1. Create and edit vector graphics and illustrations using digital drawing tools in industry standard software. <b>(CTAG)</b> . Apply special effects. Put the type on a path, and warp type into shapes. Use brushes, strokes, symbols, and pattern fills. | All mid-end of course exercises are done in Adobe Illustrator and projects as well. Middle- end of the term.                                                                                                                                                               |
| 2. Demonstrate a proficiency level of skill with the pen tool for drawing in Illustrator. Be able to create vector artwork from a scan or raster artwork.                                                                                                   | Hills, valleys, and shark teeth exercise in Illustrator, tracing exercise in Illustrator. 80% or better is required on tracing exercise to demonstrate pen tool proficiency. Tracing exercises. Middle of the term.                                                        |
| 3. Generate images in the appropriate output format for intended use. <b>(CTAG)</b>                                                                                                                                                                         | All projects and exercises mainly use Adobe Illustrator, but also integrate with other Adobe programs.                                                                                                                                                                     |
| 4. Use vector graphics and illustrations in a layout. <b>(CTAG)</b>                                                                                                                                                                                         | Project #1 - Flyer design is a poster layout only using vector graphics and illustrations in Adobe Illustrator. Middle of term.                                                                                                                                            |
| 5. Research principles of illustration and use problem solving to complete the creative process for creating vector graphics. <b>(CTAG)</b>                                                                                                                 | Projects and exercises require research of tools and techniques to practice creating vector graphics. LinkedIn Learning videos will be available to learn skills as well. Then, the student will apply the learning from the exercises into the projects. Mid-end of term. |
| <b>Design Theory</b>                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                            |
| 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.                                                                                                                                                                |
| 3. Develop projects by following the design process and use an artist statement to justify elements and concepts used throughout the process.                                                                                                               | Midterm Test and all projects – require thumbnails, rough comps, and artists statements 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. Critique, discuss and accept criticism of work and another students' work.                                                                                                                                                                               | Project critiques and participation in critiques are 10% of each projects grade. All of the course.                                                                                                                                                                        |
| <b>Intercultural Knowledge</b>                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                            |
| 1. Research is done into the culture of the student's choosing to create a design reflecting that culture.                                                                                                                                                  | Project #1 - Cultural Flyer poster made entirely in vector and includes a cultural statement due with the final project.                                                                                                                                                   |

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   | Average       |
| 67–69   | D+    | 1.33   | Below Average |
| 63–66   | D     | 1.00   | Below Average |
| 60–62   | D-    | 0.67   | Below Average |
| 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>**



North Central State College  
SYLLABUS ADDENDUM

|                     |                      |                   |                            |
|---------------------|----------------------|-------------------|----------------------------|
| Academic Division:  | EBC                  | Discipline:       | VCMT                       |
| Course Coordinator: | Morgan Baker         |                   |                            |
| Course Number:      | VCMT-1085-01         | Course Title:     | Visual Communications 1    |
| Semester / Session: | Fall 2026 / 16 Weeks | Start / End Date: | 08/17/2026 thru 12/11/2026 |

**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     | Learning the Mac computer, VCMT careers                                                | Career questions | 08/20         |
| 2     | Creative Process & Mac computer test                                                   | Mac Test         | 08/27         |
| 3-4   | Typography Exercises                                                                   | Exercises 1-4    | 08/27 & 09/03 |
| 5     | Shapes & Pen Tool                                                                      | Exercise 5       | 09/10         |
| 6-8   | Pen tool/clipping masks                                                                | Exercise 6-8     | 09/17 & 09/22 |
| 9     | Project #1 – Icon set in Illustrator                                                   | Project #1       | 10/20         |
| 10    | Type & Color wheel in Illustrator                                                      | Exercise 9 & 10  | 10/27         |
| 11-15 | Project #2 – Cultural Event Flyer in Illustrator (research, sketches, critique, final) | Project #2       | 12/03         |
| 16    | Adobe Illustrator                                                                      | Final Exam       | 12/11         |

**II. Grading and Testing Guidelines:**

Final Grade Calculation

| Activity       | Percentage |
|----------------|------------|
| Sketches       | 5          |
| Peer Critiques | 10         |
| Homework       | 5          |
| Projects       | 30         |
| Journals       | 5          |
| Exercises      | 30         |
| Tests          | 5          |
| Attendance     | 10         |

### III. Examination Policy:

1. The reasons for which a student will be excused from taking an examination:
  - a. **Excused absences** include illness (with documentation), religious observances, family emergencies, or approved college activities.
2. A student who misses an examination for any reason is responsible for:
  - a. 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.
  - **AI-generated work is not permitted unless explicitly approved for a specific assignment and may be considered plagiarism.**

- Give proper credit when using others' ideas, images, or resources.
- Follow all college policies on plagiarism and copyright.

**As an NC State Student, be it online or hybrid, your conduct in this course is subject to the NC State Student Code of Conduct.**

As a future professional in your field, **you will be expected to conduct yourself as a professional in this course in ALL work and communications** - be it assignments, discussion forums, Canvas Inbox, emails etc.

This includes but is not limited to:

- **Being respectful of classmates' opinions, work and comments**  
*Good test = Is this something I would/should say to a co-worker in person?*
  - **Being respectful in communications with the instructor**  
*Good test = Is this something I would/should say to my boss in the workplace?*
  - **Being respectful of diversity**  
*Good test = Is this a comment/joke that is at some other groups, ethnicity, political etc. expense?*
- Note: Offensive "jokes", slurs or hate speech will NOT be tolerated**

**Extreme or repeated unprofessional behavior will result in initiating college disciplinary procedures** as outlined in the NC State Student Code of Conduct. NCSC Disciplinary hearings can result in a variety of consequences, including suspension or expulsion from the college.