| MASTER SYLLABUS | 2025-2026 |
|---|---|

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

B.  Discipline:  Visual Communications Media & Technology

C.  Course Number and Title:  VCMT1280 Visual Communication II & Typography

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

E.  Credit Hours:  3
    Lecture: 2 hours
    Laboratory: 2 hours

F.  Prerequisites:  VCMT1080, VCMT1050 (Minimum grade of C- required in both courses)

G.  Last Course/Curriculum Revision Date:  Fall 2025    Origin date:  08/02/2011

H.  Textbook(s) Title:

    *White Space Is Not Your Enemy*
    - Author: Rebecca Hagen and Kim Solombisky
    - Edition: 2nd
    - Copyright Year:  2013
    - ISBN:  9780240824147

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. |
| 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 9th or 10th week of the semester. |

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**

# North Central State College
## SYLLABUS ADDENDUM

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|---|---|---|---|
| **Academic Division:** | EBC | **Discipline:** | VCMT |
| **Course Coordinator:** | Morgan Baker | | |
| **Course Number:** | VCMT-1280-01 | **Course Title:** | Visual Comm 2 & Typography |
| **Semester / Session:** | Spring 2026 / 16 Weeks | **Start / End Date:** | 1/12/2026 thru 5/8/2026 |

**Instructor Information**

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|---|---|---|---|
| **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 |
|---|---|---|---|
| 1-3 | Logos & Branding | Logo | 1/26 |
| 4 | Letterhead, Business Cards | Letterhead | 2/3 |
| 5-7 | Style Guide | Style Guide | 2/17 |
| 8 | Midterm group Branding | Brand Presentation | 3/17 |
| 9-11 | Branding | Branding Assignment | 4/14 |
| 12-15 | Menu | Menu Assignment | 4/22 |
| 16 | Final Ad – Social Media | Social Media Assignment | 5/8 |

## II. Grading and Testing Guidelines:

Final Grade Calculation

| Activity | Grading |
|---|---|
| Assignments | 60% |
| Homework & Exercises | 10% |
| Midterm | 20% |
| 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.     <u>**Classroom Expectations:**</u>

1. **Respect**
    o Treat your peers, instructor, and their work with respect.
    o Listen actively during discussions and critiques.
    o 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.