CHATTANOOGA STATE COMMUNITY COLLEGE
CHATTANOOGA, TENNESSEE
BUSINESS AND INFORMATION TECHNOLOGIES DIVISION
MEDIA TECHNOLOGIES DEPARTMENT

COURSE SYLLABUS

AA140 Computer Applications for Graphic Design I
Section: 01 • TR, 9:30a – 10:45a
Section: 10N • M, 5:30p – 8:10p

Instructor: Jeff Morris   **Class Hours:** 3 / **Credit Hours:** 3
Phone: 423-697-4764   **Office:** OMN B-109
E-mail: for this course use email inside eLearn   **Class Room:** OMN B-115

CATALOG COURSE DESCRIPTION
Intro to creative problem solving; study of verbal and graphic communication; methods of idea/concept and content generation; focus on strong visuals, basic copy writing and presentation skills; emphasis on creating layouts with obvious visual hierarchy, a compelling focal point, and appropriate choices of graphics and fonts.

Prerequisites: None

Co-requisites: None

Entry Level Standards
Students enrolling in this course must have basic competency in reading, writing and math.

TEXTBOOKS:
Required Textbook(s) And Other Reference Material:
Graphic Design Solutions, 3rd Edition, by Robin Landa, Thomson Delmar Learning, 2006. (1401881548)

Optional textbooks and other recommended reference materials:
Layout Index, by Jim Krause, North Light Books, an imprint of F & W Publications. (1581801467)

MATERIALS, SUPPLIES, EQUIPMENT:
Required:
• Tracing paper pad, 19" x 24" min. size
• 12" or longer ruler with inches, picas and points (clear plastic works fine, RECOMMENDED is C-Thru Typesetting and Leading Gauge No. GA96, you will need it for AA116)
• 24" T-square (steel is recommended, as you will cut against it)
• 45° or 30°/60° triangle of medium size
• 3M #256 white tape or white artist tape (Pro Artists Tape @Art Creations), 3/4" or 1"
• 3M Scotch Transparent Removable Tape, small roll, 3/4" or 1"
• Kneaded rubber eraser
• Drawing pencils – 2H, HB, 2B
• Black Sharpie Markers – Ultra Fine, Fine, Chisel (bold) (Ultra Fine-Fine twin-tip is ok)
• Spray Mount (3M or equivalent) or Letraset StudioTac
• X-Acto knife with extra #11 blades
• 16" x 20" black mat board for mounting projects for critique – Letramax
• Tape bound Sketch Pad or heavy white stock, 50# min. weight, 19" x 24" min. size (70# preferred)
• 20 - 10" x 13" envelopes for submitting project components – likely two per project
• Ream of 8.5" x 11" Laser Paper
• Highlighters (one or more of yellow, blue, orange, green, etc)

NOTE: Other materials may be needed depending on the individual project design and/or creative solution
(Brands and sources are mentioned only as a reference to help assure you are getting the correct type of supplies you need)

Equipment:
FYI: This class has no computer component, however, student files can no longer be stored on lab computers, a personal portable storage device — a portable hard drive (preferred) or high capacity flash drive is required. If flash drives are used, multiple drives may be needed. (Also see Instructor's Policies: Late Work.)

I. PROGRAM AND COURSE STUDENT LEARNING OUTCOMES ASSESSED:

PSLO1. Demonstrate the use of the visual language of creative media.
- CSLO1. Conceptualize and create original graphic design on the Macintosh.
- CSLO3. Apply and demonstrate the application of type as both information and visual content.
- CSLO5. Successfully implement the basic techniques of using Adobe InDesign and Illustrator software to create design solutions.
- CSLO6. Critically examine finished work.
- CSLO7. Correctly and successfully operate the digital equipment available in the Graphic Design lab to complete a variety of designs within project parameters and incorporate the appropriate and/or required digital applications.

PSLO2. Create an original body of work that meets industry standards.
- CSLO2. Organize and utilize technologies of basic drawing, page layout, and prep for printing/reproduction.
- CSLO6. Critically examine finished work.

PSLO3. Understand and interpret the needs of clients and markets.
- CSLO1. Conceptualize and create original graphic design on the Macintosh.
- CSLO3. Apply and demonstrate the application of type as both information and visual content.
- CSLO6. Critically examine finished work.
- CSLO7. Correctly and successfully operate the digital equipment available in the Graphic Design lab to complete a variety of designs within project parameters and incorporate the appropriate and/or required digital applications.
- CSLO8. Successfully prepare a document for basic prepress output, preflight, packaging using native formats and conversion to an industry acceptable PDF.

PSLO4. Communicate effectively to an audience.
- CSLO1. Conceptualize and create original graphic design on the Macintosh.
- CSLO3. Apply and demonstrate the application of type as both information and visual content.

PSLO5. Display the ability to adapt to ongoing changes in media technologies.
- CSLO4. Describe various attributes of digital technology, design and typography using an accurate vocabulary.
- CSLO7. Correctly and successfully operate the digital equipment available in the Graphic Design lab to complete a variety of designs within project parameters and incorporate the appropriate and/or required digital applications.

PSLO6. Demonstrate the use of appropriate media technologies and theories as applied to practical projects.
- CSLO1. Conceptualize and create original graphic design on the Macintosh.
- CSLO2. Organize and utilize technologies of basic drawing, page layout, and prep for printing/reproduction.
- CSLO3. Apply and demonstrate the application of type as both information and visual content.
- CSLO4. Describe various attributes of digital technology, design and typography using an accurate vocabulary.
- CSLO5. Successfully implement the basic techniques of using Adobe InDesign and Illustrator software to create design solutions.
- CSLO6. Critically examine finished work.
- CSLO7. Correctly and successfully operate the digital equipment available in the Graphic Design lab to complete a variety of designs within project parameters and incorporate the appropriate and/or required digital applications.
- CSLO8. Successfully prepare a document for basic prepress output, preflight, packaging using native formats and conversion to an industry acceptable PDF.

II. ADDITIONAL INDICATORS OF STUDENT ACQUISITION OF CSLO's:

- IND1. Practice the creation of design solutions using the Macintosh OS, GUI and two key Adobe print applications (InDesign and Illustrator) through the utilization of textbook projects and course projects.
- IND2. Develop and build experience in industry standard digital tools for print production and become familiar with the functionality and relationships (synergy) between two key Adobe Creative Suite design applications (InDesign and Illustrator).
- IND3. Apply and utilize a "typical" industry design and production workflow including the use of thumbnails prior to executing the solution digitally and implementing a tactical filing system using consistent naming protocols.
- IND4. Construct, package and create output files suitable for typical printing press reproduction – Preflight, Package, create PDFs, the importance and use of "links" for "placed" elements.
- IND5. Develop familiarity with and experience in the use of a reflective color model and corresponding digital color "libraries".
- IND6. Synchronization of the Adobe Design Suite to effectively create a common set of color models utilized by all applications and the setting of black preferences.
- IND7. Scanning imagery using industry standard parameters for reproduction.
- IND8. The use of the Pen Tool and Pathfinder functions in Adobe Illustrator.

III. ASSESSMENT

Projects: All projects, project components and assignments (includes individual textbook chapter exercises and textbook supplemental "portfolio builder" projects)

InDesign Chapter 1, Portfolio Builder 1
(PSLO1, 5, 6)   (CSLO2, 3, 5, 6, 7, 8)
InDesign Chapter 2, Portfolio Builder 2
(PSLO1, 5, 6)   (CSLO2, 3, 5, 6, 7, 8)
InDesign Chapter 3, Portfolio Builder 3
(PSLO1, 5, 6)   (CSLO2, 3, 5, 6, 7, 8)
InDesign Chapter 4, Portfolio Builder 4
(PSLO1, 5, 6)   (CSLO2, 3, 5, 6, 7, 8)

InDesign Chapter 5, Portfolio Builder 5
(PSLO1, 5, 6)   (CSLO2, 3, 5, 6, 7, 8)
InDesign Chapter 6, Portfolio Builder 6
(PSLO1, 5, 6)   (CSLO2, 3, 5, 6, 7, 8)
Illustrator Chapter 1, Portfolio Builder 1
(PSLO1, 5, 6)   (CSLO2, 3, 5, 6, 7, 8)
Illustrator Chapter 2, Portfolio Builder 2
(PSLO1, 5, 6)   (CSLO2, 3, 5, 6, 7, 8)
Illustrator Chapter 6, Portfolio Builder 6
(PSLO1, 5, 6)   (CSLO2, 3, 5, 6, 7, 8)
Test 1 – Terminology, nomenclature, picas, points, inches
(PSLO6)   (CSLO4)
Test 2 – Pen Tool Test
(PSLO6)   (CSLO2, 5, 7 8)
Project 1 - Personal Project ID Card
(PSLO1, 2, 3, 4, 6)   (CSLO1, 2, 3, 4, 5, 6, 7, 8)
Project 2 – Reproduce Product Ad
(PSLO1, 5, 6)   (CSLO2, 3, 4, 5, 6, 7, 8)

Semester Portfolio: Revised and finalized versions of projects (Semester Portfolio)
Project 1 - Personal Project ID Card
(PSLO1, 2, 3, 4, 6)   (CSLO1, 2, 3, 4, 5, 6, 7, 8)
Project 2 – Reproduce Product Ad
(PSLO1, 5, 6)   (CSLO2, 3, 4, 5, 6, 7, 8)

Process Notebook: Project Development, Project 1 and 2, documented support/evidence for the final design solutions and the rationale for design decisions
(PSLO1, 2, 3, 4, 5, 6)   (CSLO1, 2, 3, 4, 5, 6, 7)

Critique: Mounted work for presentation and verbal presentation of objectives and rationale
(PSLO1, 2, 3, 4, 5, 6)   (CSLO1, 2, 3, 4, 5, 6, 7, 8)

Summative: Progress, Professionalism, Participation, Presence
CSLO1.   Conceptualize and create original graphic design on the Macintosh.
CSLO2.   Organize and utilize technologies of basic drawing, page layout, and prep for printing/reproduction.
CSLO3.   Apply and demonstrate the application of type as both information and visual content.
CSLO4.   Describe various attributes of digital technology, design and typography using an accurate vocabulary.
CSLO5.   Successfully implement the basic techniques of using Adobe InDesign and Illustrator software to create design solutions.
CSLO6.   Critically examine finished work.
CSLO7.   Correctly and successfully operate the digital equipment available in the Graphic Design lab to complete a variety of designs within project parameters and incorporate the appropriate and/or required digital applications.
CSLO8.   Successfully prepare a document for basic prepress output, preflight, packaging using native formats and conversion to an industry acceptable PDF.

IV.   ALIGNMENT OF ASSESSMENTS WITH COURSE STUDENT LEARNING OUTCOMES

CSLO1	CSLO2	CSLO3	CSLO4	CSLO5	CSLO6	CSLO7	CSLO8
Project 1	All Textbook Ch. and Portfolio Builder Exercises	All Textbook Ch. and Portfolio Builder Exercises	Semester Portfolio	All Textbook Ch. and Portfolio Builder Exercises	All Textbook Ch. and Portfolio Builder Exercises	All Textbook Ch. and Portfolio Builder Exercises	All Textbook Ch. and Portfolio Builder Exercises
Semester Portfolio			Test 1				
Process Notebook	Test 2	Project 1	Project 1	Test 2	Project 1	Test 2	Test 2
Critique	Project 1	Project 2	Project 2	Project 1	Project 2	Project 1	Project 1
Summative	Project 2	Semester Portfolio	Semester Portfolio	Project 2	Semester Portfolio	Project 2	Project 2
	Semester Portfolio	Semester Portfolio	Process Notebook	Semester Portfolio	Process Notebook	Semester Portfolio	Semester Portfolio
	Process Notebook	Process Notebook	Critique	Process Notebook	Critique	Process Notebook	Process Notebook
	Critique	Critique	Summative	Critique	Summative	Critique	Critique
	Summative	Summative		Summative		Summative	Summative

V. TOPICS:

VI. FURTHER DISCUSSION OF ACTIVITIES AND EXPECTATIONS FOR ASSIGNMENTS

VII. ASSESSMENT WEIGHTS AND GRADING SCALES
Assessment Weights:
55%   Project grades:
  These are SUBJECTIVE grades based on many factors including, but not limited to: completion of all assignments, lessons, exercises, projects, Process Notebook, etc., including original, revised and finalized versions of projects for end of semester Portfolio. All projects must meet and comply with specifications and deadlines; overall exploration and investigation for projects – research, documentation, thumbnails, roughs, comps, etc.
30%   Test scores:
  These are OBJECTIVE scores, the answers are either right or they are wrong.
15%   Summative assessments:
  PROGRESS from the beginning of semester as shown in Portfolio and Process Notebook
  PROFESSIONALISM – evaluated on work habits: language, neatness and professional industry relationship to other participants and instructor; punctuality and preparedness
  PARTICIPATION in class work, and discussions and/or critiques through meaningful, constructive, positive (or negative) commentary given in a professional manner
  PRESENCE – attendance or lack thereof

Grading Scale:
A	90-100	Indicates consistently superior performance.
B	80-89	Indicates consistently above average performance.
C	70-79	Indicates satisfactory performance. Average performance.
		A grade of C or better is required if this course is listed as a prerequisite requirement as defined by curriculum.
D	65-69	Less than mastery level performance.
		A course in which a D grade has been earned cannot be used as a prerequisite for another course.
F	Below 65	Failure to achieve minimum standards, including attendance.

VIII. COURSE DELIVERY FORMAT
Faculty may require on-line activities and assignments to include on-line tests and submission of all written and on-line communications. The extent of on-line activities/assignments may vary by course but will be specified on the syllabus.

Standard Format – This format is the traditional format and may use an online format to provide access to "static" materials which include the syllabus, course material, contact information, and presentations. Faculty must make available, when requested, a copy of syllabus and any other instructor provided course materials, including their contact information. Faculty may require on-line activities and assignments to include online tests and submission of all written and on-line communications. The extent of on-line activities/assignments may vary by course but will be specified on the syllabus.

IX. COLLEGE POLICIES

X. INSTRUCTOR POLICIES