

**contact information**

Veronica Vaughan, course content consultant  
veronicavaughan3@gmail.com

**course content**

This is your introduction to visual communication.

We will use CS5 Adobe Illustrator to produce a series of two and three dimensional projects that explore applications of viscom.

We will look at project management and work flow, organization and stress the correct production of projects.

You will be required to read articles on the web, watch videos, contribute to class discussions and write descriptively.

Your semester will also contain tutorials, done both in and out of class, quizzes, a midterm, and final.

**course objectives**

- introduce visual communication
- produce and strengthen an application skill set to include software concept understanding, correct tool usage correct document authoring
- gain understanding of professional expectations, presentations and processes through assignment work flow
- incorporate visual vocabulary into critiques and project conversations
- deepen students visual well

**project parameters**

You are expected to work in class as well as perform outside of class work.

You are expected to come to class prepared to work on the current assignment, this includes but is not limited to remembering the project supplies needed.

All projects are given with weekly steps to be accomplished by the beginning of the next class meeting. Completely meeting these mini-deadlines is part of the overall assignment and plays a major role in project grades.

All work is due on the assigned date. Projects are due at the beginning of class. For a project to be considered complete, the specified electronic portion placed, as directed, onto the instructor's machine and a hard copy provided, as specified in the assignment sheet. Late work is not accepted.

You may not work on other course projects without the consent of the instructor. If a student is caught using email or social networking of any kind during lecture or lab time, the entire class gets a fair warning, no second chance will be issued. On the second occurrence, the ENTIRE class received an F as their daily grade.

**grading**

Grades will be assigned according to the following scale:

- A work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B work above the general class level, participation in classroom discussion and critique
- C average work, minimal requirements met
- D work below class average, lack of participation and/or poor attendance
- F inferior work, work not turned in, failure to attend class

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the following percentages:

- 80% projects
- 10% quizzes/tests
- 10% class participation

**lab information**

Absolutely no food, drink or smoking is allowed in the lab. No cell phones or headphones on in class. Do not load any type of personnel software onto these computers. Resist this temptation. **Always leave the lab clean.**

**working on the machines**

Please use your USB/backup option as a storage device and for transport only, it is not an additional hard drive. You are responsible for keeping up with your files. When arriving in class:

- 1)insert USB drive
- 2)copy your work to the 211 folder
- 3)remove your USB drive
- 4)work and enjoy class or labtime
- 5)insert USB drive
- 6)copy current work on to it

**you will need:**

- one USB flash drive
- your own laser printer paper
- a working e-mail address that you check
- facebook account
- pencil
- tracing paper
- ruler-cork backed
- X-acto knife and blades
- comping supplies to be issued with individual projects
- 3 ring binder
- Blast Off! A Guide To Launching Your Creative Process
- (optional) Adobe Illustrator CS5-Visual Quickstart

**attendance**

Attendance is required and roll will be taken by a sign-in sheet.

It is your responsibility to sign the attendance sheet.

I will give handouts to absent students, but will not re-lecture missed material.

**You may be absent from class twice**

On your first absence you will receive an e-mail warning, which is copied to Lee Whitmarsh.

On your second absence you will receive an e-mail and you will be contacted by Lee Whitmarsh.

On your third absence you will receive an F in the class. If you wish to drop the class you will receive a drop/fail.

Two tardies of 20 minutes or more equals an absence.

A tardy of 60 minutes equals an absence.

Two late returns from break of more than 10 minutes equals one absence.

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.

There is no distinction between excused and unexcused absences.

**words of advice**

come to class engaged, prepared and ready to work with an open mind.

**academic integrity and plagiarism**

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.

**statement on accommodations for ADA eligible students:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services  
Texas A&M University-Commerce  
Gee Library, Room 132  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
StudentDisabilityServices@tamu-commerce.edu

**statement on student behavior:**

All students enrolled at the University shall follow the tenet of common decency and acceptable behavior conducive to a positive learning environment. (See Student's Guide Handbook, Policies and Procedures, Conduct)

All students must show respect toward the instructor and the instructor's syllabus, presentations, assignments, and point of view. Students should respect each others' differences. If the instructor determines that a student is not being respectful towards other students or the instructor, it is the instructor's prerogative to ask the student to leave, to refer the student to the department head, and to consider referring the student to the Dean of Students who may consider requiring the student to drop the course. Please refer to pages 42 – 46 of the Texas A&M University-commerce Student guidebook's Codes of Conduct for details.

**student conduct/citizenship**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook). Students are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.