

Instructor Contact Information

Nathan Lambert, *Graduate Student Instructor*
nal02a@acu.edu
210.557.4997
Availability: Email or Phone (evenings and weekends)

Course Content

This is your introduction to visual communication.
We will use CS6 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 methods 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 and correct document authoring
- Gain an 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 must be 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 projects, quizzes and test grades, a student's 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 Mac Lab Computers

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 regularly)
- facebook account
- pencil
- tracing paper (Bienfang 50 or 100 sheet parchment pad 9"x12")
- 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 CS6-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 director 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.

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.

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 132

Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

Statement on Student Behavior

All students enrolled at the University shall follow the tenets 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.

Class 1 - syllabus and questionnaire

Due next week: USB flash drive, abc name trace

Class 2 - first, second, third, command keys, cascade

Due next week: revised name trace, first, second, third, and cascade.

Class 3 - sandcastle, abc logo, scan name

Due next week: scanned abc name trace, abc logo

Class 4 - doyald, stacking layers, quick keys

Due next week: doyald, sandcastle, ALL HARD COPIES DUE next week!! Study command keys for Quiz.

Class 5 - QUIZ, ALL printouts due, oragami groups

Due next week: folded paper airplanes, #10 envelope

Class 6 - scan envelope for templates, flying planes

Due next week: airplanes folding instructions, envelope template, read Blast Off book - "Explore"

Class 7 - airplane folding groups, evals, final project brief

Due next week: revised airplanes folding instructions, revised envelope template with printed hard copy airplane charity mission statement typed creative brief filled out, read Blast Off book - "Imagine"

Class 8 - naming/logo concepts, apple+orange brainstorming

Due next week: revised airplanes folding instructions, xacto knife and envelope printed full size 20 company names sketches as thumbnail logos revised mission statements

Class 9 - xacto skills, logotypes critique, pdf's and artboards

Due next week: 3 revised logo names - tight pencils 3 researched logo type images, 3 inspiration images for stationary 3 color swatch combinations for logos - printed in color 5 font combinations (2-3 fonts)

Class 10 - logo critique, letterhead examples

Due next week: Draw chosen logo in Illustrator, read Blast Off book "Create" 3 letterhead tight pencils and cool paper samples study quick key for Quiz 2

Class 11 - Quiz 2, Group packaging brainstorm, stationary critique

Due next week: revisions for logo Digital stationary comps 3 tight pencils for packaging with samples mission statements card concepts sketched read Blast Off book - "Shine"

Class 12 - class time stationary production

Due next week: b&w prints of revised logo, letterhead pkg, and mission statement, mock up for packaging

Class 13 - individual critiques and design time in class

Due next week: Final projects due Class 15!!! "feel free to email me any works in progress for feedback" Packaging mocked up with revisions

Class 14 - Thanksgiving break

Class 15 - FINAL PROJECT DUE!!!! (80% of grade)

Class 16 - photoshoot (mandatory)