TCOM 4040: Applied Graphics
Syllabus Spring 2013

Instructor

Leslie Hankey, Instructor
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Phone: 678-915-7202
Office hours: By appointment

Office location:
J346 Atrium Building
Class time and location:
Wednesdays 6:00PM – 8:45PM, J–212

If you need to communicate with me privately, please see me before or after class to set up a time or send me an email, and I will respond as quickly as possible. I will normally respond within 24 hours except for weekends or holidays when I may not be as readily available. I prefer to be reached by email, but you may contact me by phone in case of emergency.

To learn more about me, go to http://educate.spsu.edu/lhankey/

Course outcomes

This course examines the role of graphics in technical and professional communication. Students develop competency in desktop publishing, digital image editing, and vector-based graphics applications. Students complete practical projects that use typography, photographs, illustrations, and data graphics. Projects focus on the role of graphics as both an independent communication and as support for text-based media used in business, industry, education and training.

Upon successful completion of this course, students will be able to create and edit digital raster and vector images for print and web; be able to apply design principles to print and web documents.

Required textbooks and online resources

Required textbook:
Thinking with type: A critical guide for designers, writers, editors, and students, Second Edition, Princeton Architectural Press Textbooks,

Additional required online resources:
The instructor has subscribed to Lynda Classroom on behalf of all enrolled students, which gives students access to five video tutorial training classes online. (The substantially
reduced student fee for this course also includes access to the exercise files.) You will receive an email from Lynda.com with the appropriate access information and instructions on how to pay for this service online. Individual subscription to this online resource is a requirement of the course.

Technical requirements

Students will need access to the Adobe CS6 programs including InDesign, Photoshop, Illustrator, and Acrobat. Because we have a site wide license for the Adobe Creative Suite, you will find Adobe programs installed on many computers around campus. (Please note that some Adobe files are not backwards compatible, and in some locations older versions maybe installed, so you will need to plan for projects accordingly.) We will also use Microsoft Word and Excel. Although you may use other programs to complete some assignments, you will find it most helpful to use these Adobe programs, and in many cases you will be required to use these programs.

If you don’t own a scanner, you will need access to one. You may use the scanners and the computers in the Graphics Lab J-212 when not occupied by classes. Your Student ID, obtained through the office of Auxiliary Services, will allow you access to the Graphics Lab J-212 when you are authorized through the ETCMA office. Access authorization will be initiated on the first day of class but will take a few days to process. If you have problems accessing the lab, you may contact Administrative Assistant Donna McPherson in the ETCMA office (678-915-7202 or dmcphers@spsu.edu).

Access to D2L is available through your student ID number. Note: This is not presented as an online class but some resources will be available in through our D2L site.

Grading

<table>
<thead>
<tr>
<th>Portfolio Projects</th>
<th>55%</th>
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</thead>
<tbody>
<tr>
<td>Tests and assignments</td>
<td>15%</td>
</tr>
<tr>
<td>Participation in class</td>
<td>15%</td>
</tr>
<tr>
<td>Final portfolio of assignments</td>
<td>15%</td>
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Late assignments will not be accepted, unless prior arrangement is made with the instructor. A final electronic portfolio of the semester’s work will be submitted at the end of the semester. Grading rubrics are provided for major assignments that will explain the grading criteria.

Course outline

A general outline of the course content and dates for each module follows.

<table>
<thead>
<tr>
<th>Module</th>
<th>Week Dates</th>
<th>Content/Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start here</td>
<td>01/09</td>
<td>Orientation and introduction to course</td>
</tr>
</tbody>
</table>
### Attendance, assessment strategies and other

**Attendance:**
Attendance is required. This class requires students to keep up with the content. Missing class causes students to fall behind in the course, which in turn requires more of the instructor’s time and class time to get back on track. If you have more than two classes, you will automatically fail this class.

Students are expected to be on time to class, and to participate fully as required by class activities. Repeated lateness to class will merit a reduction in the student’s overall grade and could result in failure of the course.

You should expect to spend three to five hours each week on coursework.

**Assessment strategies:**
- Assignments and tests submitted in class or online
- Participation in class including class activities, critiques, and discussion

<table>
<thead>
<tr>
<th>Module 01</th>
<th>01/16, 01/23</th>
<th>Advanced typography, Ancient Letterforms Project, readings, beginner/intermediate Photoshop skills development</th>
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</thead>
<tbody>
<tr>
<td>Module 02</td>
<td>01/30, 02/06</td>
<td>Advanced typography continuation, Typographic Poster Project—raster graphics, readings, beginner/intermediate Photoshop skills development</td>
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<tr>
<td>Module 03</td>
<td>02/13, 02/20</td>
<td>Illustration Mandala Project, Flora/Fauna Project—vector graphics, readings, beginner/intermediate Illustrator skills development</td>
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<tr>
<td>Module 04</td>
<td>02/27, 03/06</td>
<td>Collaborative Communication Project and Presentation</td>
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<tr>
<td>Module 05</td>
<td>03/20, 03/27</td>
<td>Logo Project, tablet skills development</td>
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<tr>
<td>Module 06</td>
<td>04/03, 04/10</td>
<td>Book Cover Designs and Interactive Portfolio Design, intermediate/advanced InDesign skills development</td>
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<tr>
<td>Module 07</td>
<td>04/17, 04/24</td>
<td>Final portfolio compilation</td>
</tr>
</tbody>
</table>
• Projects and final electronic portfolio of projects

Late assignments:
Portfolio Projects must be printed or submitted online by the due dates. Please do not submit any work via email. Late assignments will not be accepted unless by prior arrangement with instructor. A schedule of assignment due dates is provided in the “Start here” folder in the D2L course site. Those due dates are subject to change.

Files:
It’s your responsibility to back up your files to your flash (thumb) drive, CD-RW, or external hard drive in addition to storage on your personal computer. Files uploaded to D2L will be in PDF format, unless otherwise specified. If you are requested to submit files to instructor at the end of the semester, these files must be on CD or DVD disks.

Contacts for help:
• For D2L Technical Support, go to http://spsu.edu/d2l/student/ or call 678-915-HELP
• For Wimba Technical Support, go to http://www.wimba.com/services/support/
• If there is an emergency and you can’t reach me via phone or email, call Donna McPherson in the ETCMA office (678-915-7202 or dmcphers@spsu.edu).

Communication:
Face-to-face conversations or synchronous telephone conversations are preferred. Emails from you explaining late assignments do not constitute excuses. These matters must be handled either face-to-face or in a synchronous phone conversation prior to the event. As stated above, please use my SPSU account to email me; that’s lhankey@spsu.edu.

Other
Support resources are provided for this class in D2L; however, not all information that is presented in class is presented online. If you miss a class, it is your responsibility to contact a classmate to determine what you missed.

Note: Use of cell phones in the lab is not allowed.

Policies
Academic honesty:
“A faculty member reserves the right to remove any student from his or her course if the student’s behavior is of a disruptive nature or if there is evidence of academic dishonesty.” (SPSU Catalog)

Disability statement:
“A student at Southern Polytechnic State University who has a disabling condition and needs academic accommodations has a responsibility to voluntarily identify him/herself as having a disability by scheduling an appointment with the Disability Services Coordinator as soon as possible.” (SPSU Catalog). The coordinator can be contacted at 678-915-7244.
Please note that this syllabus may be changed at any time at the discretion of the instructor. You will be advised of any significant changes to the syllabus.