



SOUTHERN MAINE COMMUNITY COLLEGE
2 Fort Road, South Portland, Maine 04106

Title: Foundations of Visual Design
Credit Hours: 3, Contact hours: 45
Professor: Amie Howard
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Catalog Number: CNMS115_ART130
Tel: 207.798.2227
Course Syllabus & Outline
Office Hours: *by appointment*

Course Description:

This foundation level course introduces students to the principles of 2D design and how the role of past and present media communication is influenced by core design concepts. Students will develop, discuss, and defend visual communication strategies within the context of past and present design successes and failures. Through weekly studio based projects and critiques, students will create, analyze, and evaluate original compositions based on their understanding of topics that include color theory, Gestalt principles, line, pattern, and balance.

Course Objectives

- Discuss and interpret the role and impact of past and present media communication strategies
- Visualize and execute effective composition through the integration of core design concepts
- Identify and describe design principles as they relate to print, web, video and social construct
- Critique the effectiveness and ineffectiveness of design, their messages and the role of the viewer
- Practice serious play and curiosity

Text

*ANY edition of this book will be sufficient if you choose to purchase it

Design Basics 8th edition

By: David A. Lauer and Stephen Pentak

ISBN #: 978-0495915775

You do not need to purchase the book new. ANY edition will suffice. We will not be using the bundled CourseMate that comes with the text.

Course Grading

Studio Exercises: 10%

Midterm: 10%

Final: 10%

Projects 1-13: 60%

Participation & Attendance: 10%

Course Materials/Expenses

You can purchase these pre made kits with your bookstore financial aid funds via Artist & Craftsman. Visit the SMCC bookstore first for details.

You can also find supplies at Dick Blick: <http://www.dickblick.com/lists/find-blicku/>

select Maine for the state and Southern Maine Community College for the school name and search. Choose Foundations of Visual Design to see your supply list.

LIQUITEX BASICS ACRYLIC SET 5PC

BEST TEST RUBBER CEMENT 4oz

STAEDTLER WHITE PLASTIC ERASER

PRINCETON BRUSH SET #9141 set

XACTO KNIFE #1 WITH CAP

PACON CONSTRUCTION PAPER WHITE 9x12

PACON CONSTRUCTION PAPER BLACK 9x12

PACON CONSTRUCTION PAPER ASSORTED 9x12

CTHRU CORK BACK RULER 15"

CTHRU CIRCLE TEMPLATE

STRATHMORE 200 SERIES SKETCH PAD 8x11

(2) STRATHMORE 300 SERIES BRISTOL PAD 9x12

PERMAPAQUE DUAL MARKER BLACK dual

LUMOGRAPH GRAPHITE PENCIL 4B

LUMOGRAPH GRAPHITE PENCIL 2B

LUMOGRAPH GRAPHITE PENCIL HB

BEST TEST PIK-UP ERASER

SMALL JAR OF BLACK INDIA INK

If you choose to not purchase the pre made kit then you can purchase the required materials thru the resources listed below.

Click on each item to see an option. You do not need to purchase from the provided site. Use it as reference if you're not familiar with the materials. Below the list are links to

other local resources. You DO NOT need to go out and get everything immediately. Start with the Bristol board, black and white paper, blades, adhesive and the stencil shapes! You won't need the paints and brushes until much later in the semester!!

2 pads of 9" x 12" Bristol board

Black, White paper and assorted colors paper (you will need more black and white than is available in this pack)

Scissors or Xacto knife w/ plenty of fresh blades

Cutting surface (this is optional....usually I just use an old magazine headed for the recycling bin!)

Spray mount or rubber cement (something that will allow you to reposition your cut outs easily)

Black India ink or gouache

Set of basic primary acrylics or gouache colors

Assorted brushes good for ink and acrylics

Various stencil shapes

All of these materials are available at local Arts & Crafts stores as well as online. The links provided above are to a resource I've used and trusted since I was in art school a million years ago but you are welcome to purchase materials wherever suits you!

Other local resources:

Michael's

AC Moore (they ALWAYS have a coupon or two that you can print and bring in! Every bit counts!)

The Art Mart

Walmart and Target have some limited choices for basic art supplies as well.

Make sure you bring your student ID. I believe a few of these stores offer student discounts. Also consider buying bulk or sharing materials with a class mate or two. Another way to save!

Contact Your Instructor Amie Howard: ahoward@smccme.edu

Cell Phone: 207-798-2227 (Call only between 8:00AM and 8:00PM)

Office Hours: *Book appointments using e-mail or text phone number above*

Student Evaluation and Grading

Student's work will be evaluated on their knowledge and practice of the on line resources,

reading, quizzes and design projects; contribution to class discussion and the quality of production skills (this includes technical and aesthetic concerns.) In addition, grading and evaluation will include attention to deadlines and requirements specific to the assignments.

Spelling and grammar count throughout all the components of this course: quizzes, exams, projects, discussion board postings.

Grading Scale (as stated in college handbook)

93-100 : A

90-92 : A-

87-89 : B+

83-86 : B

80-82 : B-

77-79 : C+

73-76 : C

70-72 : C-

67-69 : D+

60-66 : D

0-59 : F

Grading Criteria

Midterm and Final grades will be based on a scale of 100. The requirements for each project and in class exercise will be broken down and explained in greater detail when the project is assigned. Your grades will be based on how well you fulfill the technical and aesthetic requirements.

Attendance & Missed/Late Work Policy: You are required, as stated in the college handbook, to attend all classes. A portion of your grade is determined by attendance and active participation in every class. Excused absences must be documented with doctor's notes or other official form of notification. Three consecutive unexcused absences will result in a reporting of your "Last Date of Attendance" which will show up as an AF (automatic failure). Exams and presentations cannot be made up. Missed in class work must be made up outside of the class.

Miscellaneous: Cell phones, pagers, MP3 players, headphones and messaging are

prohibited during class time. Please "silent" this equipment upon entering the classroom unless directed otherwise. Please do not disturb your fellow classmates during class or during open lab hours. Food and drink in the computer lab is prohibited.

Early Warning Progress Report

At week 5, student progress will be assessed on the basis of attendance, submitted work and participation. If you are assessed at an "unsatisfactory" level, you, your advisor, and your department chair will receive a letter regarding your progress. You will be required to meet with your professor and also your advisor so that you can better prepare yourself for the remainder of the semester.

End-of-Course Evaluation

Students complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal. Students can access the course evaluations beginning one week before the end of classes. The deadline for submission of evaluations occurs Monday at 5 PM following the last day of the class. You will receive an email to your student email account when course evaluations are available.

ADA Syllabus Statement

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call 207-741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

SMCC Pay-for-Print Policy

Per Page Costs

Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The cost varies depending upon page size and whether printing is done in black and white or color.

- a. There is a \$0.10 per page fee for standard 8.5" by 11" black and white documents.
- b. The reverse sides of duplex (double-sided) documents are free.
- c. There is a \$.50 per page fee for standard 8.5" by 11" color documents.
- d. There is a \$.20 per page fee for 8.5" by 14" (legal) or 11" by 17" (tabloid) black and white documents.
- e. There is a \$1.00 per page fee for 8.5" by 14" (legal) or 11" by 17" (tabloid) color documents.

Duplex charges (printing on both sides of a page) work in the following fashion: One page is \$0.10, two pages are \$0.10, three pages are \$0.20, and four pages are \$0.20,

etc. The flipsides are free, but another sheet of paper is \$0.10. Please be aware that a document with any color at all (when printed to a color printer) will by default be printed in color. You are responsible for setting the print job to print black and white if you do not need color. For directions, please go to the IT Help tab in My SMCC.

How does it work?

The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, the Academic Achievement Center, Noisy Lounge and technology labs). Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up.

Refunds

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

Why is SMCC charging for printing?

The pay-for-print system is an effort to control escalating printing costs. Charging for printing helps offset the increasing cost of supplies and encourages students to conserve resources. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an email to helpdesk@smccme.edu.

Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account.

Add-Drop Policy

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

Withdrawal Policy

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the fall and spring semesters and the second through ninth week of twelve-week summer courses. This period is pro-rated for shorter-length courses. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Enrollment Service Center (no phone calls, please). The designation "W" will appear on the transcript after a student has officially withdrawn. A course withdrawal is an

uncompleted course and may adversely affect financial aid eligibility. Failure to attend or ceasing to attend class does not constitute withdrawal from the course. There is no refund associated with a withdrawal.

Plagiarism Statement

If an instructor suspects that a student has knowingly committed a violation defined in the Maine Community College System Policy on Student Grade Appeals and Academic Misconduct, the instructor has the authority to review the alleged misconduct and determine the grade that the student should receive for the assignment and the course. The instructor may assign a failing grade for the assignment or course and may require the student to complete additional work for the course. The instructor may consult with the department chair and/or the College's chief academic officer prior to making such decisions. If a student seeks to challenge an instructor's determination, the student should submit a grade appeal. Grade appeal forms are available in the Advising Office on the South Portland Campus or in the administrative offices in the Learning Commons on the Midcoast Campus. An instructor may also refer the matter to the College's disciplinary officer for review under the procedures of the MCCS Student Code of Conduct.