




South Portland, Maine 04106

Communications & New Media Studies

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**Title: Foundations of Visual Design / ARTS 130 2D Design**

**Catalog Number:** CNMS 115/ARTS 130 D2/D3

**Credit Hours:** 3 **Total Contact Hours:** 45

**Lecture (or Lab):** Lecture **Instructor:** Kate Sibole, MFA

**Office Hours:** Please email me directly for a meeting time during the summer semester

**Contact Information:** [ksibole@smccme.edu](mailto:ksibole@smccme.edu)

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### Course Syllabus

#### Class 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.

- 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

The book for this class is:

Design Basics 9th edition

By: David A. Lauer and Stephen Pentak

Any edition of this text will suffice, although the 7th, 8th and 9th editions are recommended.

This text is available for rent or purchase on Amazon.

### **Course requirements**

- Weekly Quizzes: 10%
- Midterm: 15%
- Final: 15%
- Discussion Participation: 10%
- Projects 1-13: 40%
- Paper: 10% (The paper assignment will require a visit to the Portland Museum of Art (or other instructor approved museum).
  - \*\*Extra Credit/Studio Practice Sketch Book: a maximum of 5 points to final grade
  - \*\*Revised work: a maximum of 10 points to final project average

### **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 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.

### **Contact**

E-mail: [ksibole@smccme.edu](mailto:ksibole@smccme.edu)

Office Location/Hours: please email me directly to set up meeting time

FaceBook: <https://www.facebook.com/pages/CNMS-115/226112684119277>

Text Messaging: 207-619-2339

**Attendance & Missed/Late Work Policy**

You are required, as stated in the college handbook, to attend all classes. In the case of on-line classes you are required to log in to the course prior to the end of the drop/add week. If you do not log in for at least 3 consecutive weeks, an AF grade will be assigned. If you do not submit 3 consecutive projects/assignments/quizzes and do not otherwise communicate with or respond to communication with your professor an AF grade will be assigned. Your "Last Date of Attendance" will be recorded as your last successful submission date. It is important that you actively attend the course by logging in to SMCC BlackBoard site at least once a week. (Although to complete this course successfully you will need to access the site more often.)

A portion of your grade is determined by your on line attendance and active participation. Work submitted late will be graded on a reduced point value scale; after 2 weeks work will not be accepted.

**Midterm Grade Report**

Student progress will be assessed on the basis of attendance, submitted work and participation. If you are assessed at an "unsatisfactory" level, you and your department chair will receive a letter regarding your progress. You will be required to meet with your professor and also, possibly, your department chair.

**No Show /AF/ Last Date of Attendance Report**

Online "attendance" will be monitored. This course requires weekly deadlines. If you miss submission dates 3 weeks in a row, an AF (automatic failure) will be reported and/or your LDA (Last Date of Attendance will be marked as the last time you successfully submitted work (projects, quizzes, discussion topics etc...) to the Blackboard course site. Merely logging into the course on a weekly basis but not completing or submitting required work does not count as having successfully attended an online class. All reasonable efforts to communicate with the student will be made by the professor to insure all students are aware of deadlines in addition to the twice weekly reminders posted as a BB announcement.

**ADA (Americans with Disabilities)**

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.

**Student Printing Policy**

This policy identifies the cost per page for black and white as well as color printing in varying page sizes.

Specifics of the policy are outlined below: 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.

- There is a \$0.10 per page fee for standard 8.5" by 11" black and white documents.
- The reverse sides of duplex (double-sided) documents are free.
- There is a \$.50 per page fee for standard 8.5" by 11" color documents.
- There is a \$.20 per page fee for 8.5" by 14" (legal) or 11" by 17" (tabloid) black and white documents.
- 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,
- 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 PrintingBalance 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 HelpDesk at 741-5696 to have a special account set up. RefundsPrint 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 HelpDesk at 741-5696 or send an email to [helpdesk@smccme.edu](mailto: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**

Adherence to ethical academic standards is obligatory. Cheating is a serious offense, whether it consists of taking credit for work done by another person or doing work for which another person will receive credit. Taking and using the ideas or writings of another person without clearly and fully crediting the source is plagiarism and violates the academic code as well as the Student Code of Conduct. If it is suspected that a student in any course in which s/he is enrolled has knowingly committed such a violation, the faculty member should refer the matter to the College's Disciplinary Officer and appropriate action will be taken under the Student Code of Conduct. Sanctions may include suspension from the course and a failing grade in the course. Students have the right to appeal these actions to the Disciplinary Committee under the terms outlined in the Student Code of Conduct.