COMMUNICATIONS & NEW MEDIA STUDIES FALL 2020

Title: Advanced Graphic Design   **Catalog Number:** CNMS 280
Credit Hours: 3   **Total Contact Hours:** 45
Lecture / Lab: lecture   **Professor:** Kate Sibole
Office Hours: ksibole.youcanbook.me   **Contact:** ksibole@smccme.edu
Class Schedule: Wed 9:00-11:45 Zoom
Zoom Studio Drop In: Mon & Fri Noon-3

CNMS 280 Advanced Graphic Design Course Syllabus

Course Description

This course is designed for the advanced student who wishes to go beyond the basics of Adobe Illustrator in order to enhance vector artwork quality and complexity. We will focus on advanced design and illustration techniques that are applicable to the student interested in combining Adobe Illustrator with the rest of the Adobe Creative Suite. Design topics will include good and effective use of color, shape, line and type in logo, package and corporate identity design. Prerequisite(s): CNMS-111, CNMS-115, CNMS-180

Course Objectives

Upon successful completion of this course, students will be able to:

- Organize and create a body of work that is aesthetically consistent and finely crafted for
- critical evaluation by peers and industry professionals
- Engage in active conversation about one's own work as well as others
- Analyze and identify effective strategies needed to solve vector "design problems"
- Demonstrate and apply advanced set of technical skills

- Understand industry best practices for both screen and print based output of vector graphics
- Retain knowledge of and network with local designers

Class Methodology

Discussions, tutorial demonstration, hands-on studio based activities, and peer driven critique will make up each class. This is a course in understanding advanced concepts and applying that understanding in problem solving. In addition to the time we spend in class you will have to spend time outside reading related material, thinking through problems, sketching, researching, and working on homework assignments. Class meets twice weekly for 2.5 hrs each meeting. It is anticipated that time will be split between discussion, demos, and studio development with direct access to your instructor as you work thru design and technical challenges.

Furthermore, this course is a computer hands-on course and will require computer and printer access. It is the student's responsibility to gain access to a computer, printer, and software required to complete all projects.

Student Evaluation and Grading: 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:

- Design Projects: 60%
- Final Portfolio: 20%
- Class Contribution: 20%

A midterm grade will be posted in Week 10 and will be based on completion of work and participation during weeks 1-9.

Text, Tools, and Supplies

Cutting mat, x acto knife and blades, adhesive, mat board, presentation portfolio, printer specific paper, sketchbook.

- Access to color printer (Output service or your personal ink jet/laser printer)
- Ink jet/laser paper if using school equipment
- Sketchbook/journal
- USB storage drive
- Scheduled access to school equipment and software

Habits of Work Tier III

This is an Advanced 200 level college course and will require a significant amount of time, work, and effort outside of the classroom each week. Classes are designed around 180 hours of committed time.

- 45 hours of classroom/online classroom contact-including but not limited to: lectures, demonstrations, tutorials, critiques, screenings
- 2-3 hours per credit each week on work and study that happens outside of class time-including but not limited to: tutorials, group projects, note taking

TIER III Classes

For this 3 credit class, that equates to 8-10+ hours of additional work outside of class, each week. There is a combination of assigned projects, note taking, quizzes, tutorials, reading, and written requirements. You will have the opportunity to rework your assignments up until the end of the semester as long as progress deadlines are met throughout the semester.

Attendance & Missed/Late Work Policy: Synchronous online classes

You are required, as stated in the college handbook, to attend all classes. Attendance means being at all Zoom meetings on Mondays, 9:00am - 11:45am as well as participating in other available Zoom Studio sessions when able. Part of your grade is determined by both your attendance and your active class participation. For all classes you are expected to follow a professional, "real world" approach and attitude; that you

show up on time, participate and make contributions in class discussions and activities, and complete assigned tasks.

Three consecutive unexcused missed classes will result in an Administrative Failure (AF). For every two instances of an unexcused late arrival or early departure, the student will receive an absence. Attendance will be maintained.

Zoom / Web Cam

My preference is to be able to see you during collaborative class time, however, I can't make it a requirement. I understand that video conferencing can be invasive in your personal space. Consider using one of the digital backdrops available via zoom, design your own graphic, or hang your own backdrop, tapestry, or sheet behind your workspace. When I can see you, I am better able to gauge your understanding of the material. Your teachers are good at reading those visual cues! If you don't have a webcam and need one, let me know and we can sort something out for you.

I get it. It's weird to have your peers and teachers in your personal space! If you choose to not have your camera turned on during class meetings, there is still the expectation that you'll share your presence in other ways. That should go without saying if you're choosing to be visible during a zoom meeting!

All zoom lectures will be recorded and shared via google drive. The link to that drive will be shared so that if you do need to miss a class, the content of the meeting will be archived.

For Classes with any Face- to -Face Component

While the syllabus represents current plans, there may be changes during the semester in response to the on-going Covid-19 pandemic. Depending on the progression of the virus, it is possible that the College may have to suspend face-to-face instruction for part of the semester. If we must stop face to face instruction anytime during the semester, your instructor will contact you via your SMCC email or the Brightspace course homepage to discuss next steps for the course.

There is no required face to face participation in CNMS 260, however there will be voluntary, by appointment only printing opportunities. Please review the schedule when it is made available to you.

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.

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.

The Learning Commons:

The library, tutoring and writing centers, and reference/research assistance (typically located on the second floor of South Portland's Campus Center and in the Midcoast's LL Bean Learning Commons and Health Science Center) will be fully available online during the fall 2020 semester.
Here you can find free academic support through individually scheduled and drop in, online tutoring. You can also find information literacy/research librarians, and professional academic strategy/planning mentoring online. While the physical space of the Learning Commons will not be available at this time, we can also work with you to set up zoom classrooms for small group study. Services are offered by appointment or as drop-in assistance.

To access services:
- Visit My Learning in My Maine Guide or
- Select the "tutoring needed" button if it appears inside your Brightspace course.

Whether On Site or Online, students have consistently reported that the Learning Commons is a friendly, risk-free, and helpful place to seek academic support. It has also been shown that those who make use of the Learning Commons do better in a course than those who do not. We strongly encourage you to take advantage of this valuable and enjoyable resource.

SMCC Pay-for-Print Policy

Each semester students receive a $20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, Tutoring Services, Campus Center Lounge and technology labs). Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account. 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. 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 e-mail to helpdesk@smccme.edu.

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.

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, usually 75 percent of course meeting times; please check with the Registration Office. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Registration Office. This process must be completed either in person or by using SMCC e-mail accounts.

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

CNMS 280 ADVANCE DIGITAL ILLUSTRATION
FALL 2020
WEEKLY OUTLINE

CNMS GUEST VIRTUAL VISITS		
Lisa Congdon	Friday, October 2, 12:30	Join Zoom Meeting ID: 99326493571
Aaron Draplin	Wednesday. October 7, 1:30	Join Zoom Meeting ID: 92948105275
Scott Nash	TBA	TBA
Gail Anderson	TBA	TBA

ONE 1	SEPTEMBER 2-8, 2020	
	CLASS MEETING-ZOOM (Sept 2, 9-11:45 am)	Class overview Introductions Establish critique culture Intro to Design Thinking & Creative Leadership
	ONLINE LEARNING	Screenings: Related Resources Folder
	ASSIGNMENTS	Practice Project: Reverse Engineered Illustration Topical Discussion #01: Zeitgeist
	PRINT LAB ACCESS	**By Appointment:** https://ksibole.youcanbook.me

TWO 2	SEPTEMBER 9-15, 2020	
	CLASS MEETING-ZOOM (Sept 9, 9-11:45 am)	Demo: Wire Frame, X Ray Line Art
	ONLINE LEARNING	Design Focus Review: Line Master Study: Charley Harper
	ASSIGNMENTS	Project #01: Vector Bitmap Mashup Practice Project Discussion
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

THREE 3	SEPTEMBER 16-22, 2020	
	CLASS MEETING-ZOOM (Sept 16, 9-11:45 am)	Demo: Shape Builder, Path Finder, Compound paths Project #01 Progress Check In / Troubleshooting
	ONLINE LEARNING	Design Focus Review: Shape, focal point, Color Master Study
	ASSIGNMENTS	Project #01: Vector Bitmap Mashup Discussion Topic
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

FOUR 4	SEPTEMBER 23-29, 2020	
	CLASS MEETING-ZOOM (Sept 23, 9-11:45 am)	Crit: Project #01
	ONLINE LEARNING	Master Study
	ASSIGNMENTS	Project #02: Illustrated Instructional Diagram Discussion Topic
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

FIVE 5	SEPTEMBER 30-OCTOBER 6, 2020	
	CLASS MEETING-ZOOM (Sept 30, 9-11:45 am)	Demo: 3D Repeat Patterns, Low Poly Project #02 Progress Check In / Troubleshooting
	ONLINE LEARNING	Design Focus: pattern, scale, proportion Master Study
	ASSIGNMENTS	Project #02: Illustrated Instructional Diagram Discussion Topic
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

SIX 6	OCTOBER 7-13, 2020	
	CLASS MEETING-ZOOM (Oct 7, 9-11:45 am)	Crit: Project #02
	ONLINE LEARNING	Master Study
	ASSIGNMENTS	Project #03: Something That Holds Something and All That it Holds Discussion Topic
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

SEVEN 7	OCTOBER 14-20, 2020	
	CLASS MEETING-ZOOM (Oct 14, 9-11:45 am)	Demo: Gradients, Gradient Mesh Project #03 Progress Check In / Troubleshooting
	ONLINE LEARNING	Design Focus Review: shape & volume Master Study
	ASSIGNMENTS	Project #03: Something That Holds Something and All That it Holds Discussion Topic
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

EIGHT 8	**OCTOBER 21-27, 2020**	
	CLASS MEETING-ZOOM (Oct 21, 9-11:45 am)	Crit: Project #03
	ONLINE LEARNING	Master Study
	ASSIGNMENTS	Project #04: Logo Fusion Discussion Topic
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

NINE 9	**OCTOBER 28-NOVEMBER 3, 2020**	
	CLASS MEETING-ZOOM (Oct 28, 9-11:45 am)	Demo: Perspective Grid Project #04 Progress Check In / Troubleshooting
	ONLINE LEARNING	Design Focus Review: Depth and the Illusion of space Master Study
	ASSIGNMENTS	Project #04: Logo Fusion Discussion Topic
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

TEN 10	**NOVEMBER 4-10, 2020**	
	CLASS MEETING-ZOOM (Nov 4, 9-11:45 am)	Crit: Project #04
	ONLINE LEARNING	Master Study
	ASSIGNMENTS	Project #05 Isometric Interior/Exterior or Board Game Discussion Topic
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

ELEVEN 11	NOVEMBER 11-17, 2020	
	CLASS MEETING-ZOOM (Nov 11, 9-11:45 am)	Demo: Isometric Projection Part I Project #05 Progress Check In / Troubleshooting
	ONLINE LEARNING	Design Focus: Irrational perspective Master Study
	ASSIGNMENTS	Project #05: Isometric Interior/Exterior or Board Game Discussion Topic
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

TWELVE 12	NOVEMBER 18-24, 2020	
	CLASS MEETING-ZOOM (Nov 18, 9-11:45 am)	Crit: Project #05
	ONLINE LEARNING	Master Study
	ASSIGNMENTS	Project #06: The Illustrated Headline
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

THIRTEEN 13	NOVEMBER 25-DECEMBER 1, 2020	
	CLASS MEETING-ZOOM (Nov 25, 9-11:45 am)	Demo: Special Printing Processes, Coloring techniques Project #06 Progress Check In / Troubleshooting
	ONLINE LEARNING	Thanksgiving Break-Rest Up / Catch Up
	ASSIGNMENTS	Thanksgiving Break-Rest Up / Catch Up

FOURTEEN 14	DECEMBER 2-8, 2020	
	CLASS MEETING-ZOOM (Dec 2, 9-11:45 am)	Crit: Project #06
	ONLINE LEARNING	Final Portfolio
	ASSIGNMENTS	Final Portfolio
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

FIFTEEN 15	DECEMBER 9-15, 2020	
	CLASS MEETING-ZOOM (Dec 9, 9-11:45 am)	Demo: Special effects in AI Final Portfolio Prep / As Needed
	ASSIGNMENTS	Final Portfolio
	PRINT LAB ACCESS	By Appointment: https://ksibole.youcanbook.me

SIXTEEN 16	DECEMBER 16, 2020	
	CLASS MEETING-ZOOM (Dec 16, 9-11:45 am)	**FINAL PORTFOLIO PRESENTATION**