

**SOUTHERN MAINE COMMUNITY COLLEGE  
SOUTH PORTLAND, MAINE 04106**

**Title: Foundations of Visual Design  
Credits: 3 / 100 Level  
Professor: Kevin Fahrman  
E-mail: kfahrman@smccme.edu**

**Catalog Number: CNM-115  
Total Contact Hours: 80  
Office Hours: By Appointment  
Phone: 207.400.1470**

**CNMS 115 Foundations of Visual Design  
Spring 2017**

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Credit Hours: 3  
Instructor: Kevin Fahrman  
Catalog Number: CNMS 115  
Total Contact Hours: 80 hours  
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.

**Class 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**

Design Basics 8th edition  
By: David A. Lauer and Stephen Pentak  
ISBN #: 978-0495915775

You do not need to purchase this textbook new. ANY edition will suffice for the purposes of this class. We will not be using the bundled CourseMate that comes with the text.

## Course Grading

Studio Exercises & Quizzes: 20%

Midterm: 15%

Final: 15%

Projects 1-13: 30%

Participation & Attendance: 10%

Paper: 10% (The paper assignment will require a visit to the Portland Museum of Art or other instructor approved museum).

## Course Materials/Expenses

See the "Course Materials & Expenses" link.

## 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, and 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.

## Contact

Kevin Fahrman

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

Office Location: No Office

Phone: 207-400-1470

Office Hours: By appointment

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

### **Attendance & Missed/Late Work Policy**

You are required, as stated in the college handbook, to attend all classes. If you miss 3 consecutive classes your grade will become an AF and the date of your last attendance will be reported.

Participation and Attendance is part of your overall grade. If you miss 3 or more non consecutive classes, excused or unexcused, then consequences will be at the professor's discretion.

Work submitted late will be graded on a reduced point value scale; after 2 weeks work will not be accepted. If class is cancelled due to faculty or storm cancellation then alternate course and/or studio time will be made available. This may be via online instruction or additional in studio availability.

### **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**

In order to gain access to final course grades, students must complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal site. Students can access the course evaluation report beginning two weeks before the end of classes. The deadline for submission of evaluations occurs 24 hours after the last day of classes each semester. Instructors will announce when the online course evaluation is 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, Mark Krogman, who can be reached at 741-5629. There will be some documentation for your teachers that must be supplied before accommodations can be given. Further information about services for students with disabilities and the accommodation process is available upon request at this number.

### **SMCC Pay-for-Print Policy**

Students can print 150 pages per semester free of charge. If you print over 150 pages, you will be charged 10 cents per page to your student billing account for tuition and fees. Leftover pages from each semester will not be rolled over to the following semester. The College's pay-for-print system monitors printing on all public printers (i.e. those in general access labs, library printers, the Academic Achievement Center, Noisy Lounge and technology labs). Each time you log-in to the system, the print station displays the remaining print quota. Once the printing quota has been exceeded, users will be charged \$ 0.10 per page or \$.05 per side if the printer prints on both sides on their student accounts on a monthly basis. Color printouts will be charged at 11 page units. This means each color printout will count as 11 pages toward the quota and will cost \$1.10.

## **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.