

NORTHERN VIRGINIA COMMUNITY COLLEGE

COURSE SYLLABUS

<b>COURSE TITLE</b>	Visual Communications
<b>COURSE NUMBER</b>	ART135
<b>COURSE DESCRIPTION</b>	<p>Studies intermediate design concepts applicable to all fields of the communication arts. This course is a conceptual course that teaches specific creative techniques with which to approach communication needs in a visual context. It is an introduction to the generation of concepts essential to Communication Design, Illustration, and Commercial Photography.</p> <p>Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.</p>
<b>CREDIT VALUE</b>	3.0
<b>COURSE OBJECTIVES</b>	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Define the roles and processes inherent in conceptual development and creativity</li> <li>• Execute hierarchies within visual communication</li> <li>• Research and make word and visual associations</li> <li>• Work in groups to use group dynamics as a creative tool</li> <li>• Use their imagination to break through the creative wall</li> <li>• Create complex projects from concept through execution</li> </ul> <p>Major Topics to be Included:</p> <ul style="list-style-type: none"> <li>• Defining perception</li> <li>• How we think</li> <li>• How we visually communicate what we think</li> <li>• How we perceive others' visual communication</li> <li>• What hierarchy is and how we individually understand and use it</li> <li>• What is meant by "process" in regard to conceptual development</li> <li>• Using research, association, word lists, word webs, image webs and storyboards as elements of process</li> <li>• What we think</li> <li>• Expanding how we think and create visually</li> <li>• Gaining new perspectives to think freely about a creative challenge</li> <li>• How others think</li> <li>• Working in groups and experiencing group dynamics as creative tools</li> <li>• "Hitting the creative wall" and how to break through to rediscovery, imagination and infinite creativity</li> </ul>
<b>MATERIALS</b>	Removable media for storage and archiving work flash drive, portable hard drive; cloud based storage (Dropbox, Google Drive, etc.); paper and pens/pencils for notes and sketching; <b>SKETCHBOOK</b> ; self-healing cutting mat 12" x 18" or larger; 24" or 18" ruler; X-ACTO knife, pencil size with safety cap; tracing paper, 19" x 24" pad or an 18" roll; other materials to be determined throughout the semester for specific assignments.
<b>RECOMMENDED TEXT</b>	Ellen Lupton and Jennifer Cole Phillips, <i>Graphic Design: The New Basics</i> , Princeton Architectural Press, 1st edition. (ISBN-10: 1568987021)
<b>COURSE HOURS</b>	Tuesdays 3:30 - 6:20 pm
<b>LAB HOURS</b>	Tuesdays 2:30 - 3:30 pm
<b>ROOM</b>	Alexandria Campus, Tyler Building, Room AT-0254

<b>CONTACT INFO</b>	<p>geckler@nvcc.edu</p> <p>The best way to contact the instructor is via email at geckler@nvcc.edu. Please use your student VCCS for all correspondence to the instructor. Failure to do so may result in an undelivered message.</p> <p>Please give the instructor 24 hours to respond to emails and voice mail Mondays–Thursdays. Emails and voice mails sent out on Fridays–Sundays, may not be answered until Monday.</p>
<b>OFFICE HOURS</b>	<p>The instructor will be available during Office Hours (onsite) and Virtual Office Hours. Please check Faculty Information in Bb for office hours schedule and more information on Virtual Office hours.</p>
<b>ASSESSMENT CRITERIA</b>	<p>Students will receive a handout for each assigned project, and must hold onto this as it will explain the expectations and specs for each assignment. All work that is incomplete or does not follow specs will be counted as late and treated as such.</p> <p>Each project will be judged on the following criteria:</p> <ul style="list-style-type: none"> <li>• Deadlines (10%): Has the student met all deadlines for each stage of the project? Were projects complete, on their due date and time?</li> <li>• Process/Sketches (10%): Is there evidence of strong research and development?</li> <li>• Participation (10%): Has the student contributed positively to class discussions and critiques on a regular basis? Was their feedback constructive and respectful of other classmates? Did the student pay attention during class lectures and discussions?</li> <li>• Specs (10%): Did the student follow the specified instructions for each project? Were the specified materials and sizes used?</li> <li>• Concept (10%): Is the concept well thought out and developed?</li> <li>• Execution (50%): Is the technique strong? Do the aesthetics support the concept? Is the craftsmanship flawless?</li> </ul> <p><i>NOTE:</i></p> <ol style="list-style-type: none"> <li>1. <i>This class requires extensive critique and problem solving. You will be required to defend your work and be critical of your classmates' work to ensure you understand the responsibilities of an Art Director.</i></li> <li>2. <i>Rough sketches are to be presented with EVERY assignment. If sketches are done in drawing books.</i></li> </ol>
<b>GRADING SCALE</b>	<p>A 100 to 91            B 90 to 81            C 80 to 71            D 70 to 61            F 60 and below</p>
<b>DEADLINES</b>	<p>Each project and assignment will have specific guidelines stated for their deadlines. Work due must be ready prior to date and time specified. If the work is presented outside of class time or at a later date, it will result in a 1-letter grade reduction for the corresponding project. All work must be handed in person by the student it belongs to, unless in case of emergency, when previous notification is given to the instructor (in person, by phone, or email).</p>

Computer crashes, failure of backing up work, forgetting work at home, not finishing on time, files erased from lab computers, and other excuses will not be accepted. Students must take full responsibility for their work and deadlines.

**COMPUTER ACCESS**

In order to be successful in this class students need to have access to the following:

- Computer (Mac or PC)
- Adobe Creative Cloud (CC)\*
  - Illustrator
- Scanner or digital camera
- Color or Black+White Printer

The Communication Design labs are available to all communication design students, currently enrolled in a course. Each lab is equipped with Macintosh computers, flatbed scanners, and printers.

Open lab times are available throughout the semester, and normally start after the first week of classes. For a schedule of the open lab times please check under Open Lab Hours in Bb or for postings outside of the labs or in Communication Design Department areas.

*\*Please note that the Alexandria Campus Communication Design Labs are currently running Creative Cloud (CC) applications. Student who have an older version of application must take the necessary steps to make sure their files are compatible with the labs. Instructor will be more than happy to demonstrate how to prepare files in these cases.*

**BLACKBOARD (Bb)**

Blackboard will serve as the primary means of exchanging files in this course. Please be sure to follow the instructor's directions for how and where to post files. Submitting files incorrectly may result in the assignment being marked as late or the instructor not accepting your work.

In an event of consistent college/campus closings, class may continue through Bb, in an effort to stay on the semester's schedule. It is the student's responsibility in an event of a college/campus closing to check Bb and/or their student email account for class updates, announcements and assignments.

Students are responsible for logging on to the class Bb, at least once a week to download weekly course materials and assignments.

It is advised and the student's responsibility to check their student email and the announcement section of Bb on a daily basis for class updates.

**ATTENDANCE POLICY**

Students are expected to attend class regularly and on time with preparation completed. If it is necessary to be absent for any reason, the student is responsible for emailing the instructor prior to class at [geckler@nvcc.edu](mailto:geckler@nvcc.edu).

Regardless of the reason for being absent there are no excused absences. Students are responsible for all content missed during any absence.

2 absences in a class that meets once a week is grounds for a drop in final letter grade.

3 absences or more will be grounds for an "F" (fail) for the final letter grade.

Cumulative chronic lateness or leaving before class is dismissed is the same as being absent. The instructor will announce breaks and students will be expected to return to the classroom at the specified time.

Information from classes missed is to be obtained from the class Bb site and/or a fellow student.

Any student failing to turn in multiple projects or having accumulated multiple absences can receive a grade of "F" for the course. If a student decides to stop attending class, it does not entitle them to a grade of "W"— such action will result in entry of an "F" grade. You must meet with me (instructor) if you are having problems.

*Absences and tardiness...as noted before, and...* If you know you will be late or absent, please contact the instructor, preferably prior to class, to avoid being penalized on your work. Absence in and of itself does not postpone a deadline requirement in your case unless arrangements for an extension are made in advance of the deadline.

*Late submission of work and make up work*—Late homework, will be downgraded and will not receive credit if it is more than one class period late; late projects are unacceptable unless arrangements for an extension are made in advance of the deadline.

*No makeup work will be assigned.*

*Meeting deadlines is your responsibility*, therefore it is important that you keep multiple backups of all your files; make at least two copies of your work and save it on two separate forms of storage. Do not rely on keeping your files on the computers in the labs; any work left on the school computers cannot be considered safe. Losing your work is not an excuse for missing deadlines. Even if your work is erased from the school computers or becomes corrupted or lost, you are still responsible for turning projects in on time.

**ACADEMIC INTEGRITY & DISHONESTY**

NOVA expects students to be honest in all their academic endeavors. Violation of the college's Academic Dishonesty Policy ([www.nvcc.edu/curcatalog/admin/academic.htm](http://www.nvcc.edu/curcatalog/admin/academic.htm)) is unacceptable and will not be tolerated. The college will address any violation to the policy on an individual basis, and any violation will be grounds for failure of assignment or the course; higher penalties such as suspension or dismissal may also be considered depending on the severity of the situation. Please refer to your instructor's course syllabus and/or assignment sheets for more information on penalties for academic dishonesty.

The principle of academic dishonesty includes Plagiarism, Falsification & Fabrication, Cheating, and Unfair Academic Advantage.

**PLAGIARISM**

Plagiarism is taking another's work and claiming it to be one's own.

All students are expected to create their own work, both written and designed. Quotations, paraphrases, the appropriation of imagery, or ideas from source material without proper citation, according to the instructor's policy, will be seen as a direct violation of The Academic Dishonesty Policy.

Students who are using work that they did not create must present proof of rights to the instructor, whether that is a receipt of sales from a stock image company, a statement from the source indicating public domain on assets used, or a letter/email granting permission of use from the owner. The faculty doesn't recommend obtaining materials from sources that promotes free usage of material, as the ownership of rights may be in violation of copyright laws.

**FALSIFICATION AND FABRICATION**

Falsification and Fabrication is providing misinformation about a source with the intent to deceive.

All citations of work used should be detailed and cited appropriately to avoid a violation of The Academic Dishonesty Policy.

All students are expected to create and submit new work every semester for every class, in direct response to each assignment. Students are not permitted to resubmit work that was created in previous or concurrent course, or from another program/institution (educational or professional), unless their instructor has granted permission prior to the submission of the assignment.

**CHEATING**

Cheating is the act of intentionally accepting and/or giving aid to oneself or another for gains of a higher grade or academic advantage.

Cheating is also the use of sources that are not authorized in the assignment or by the instructor. i.e. the use of design templates without prior authorization from the instructor.

**UNFAIR ACADEMIC ADVANTAGE**

Unfair Academic Advantage is when a student purposely seeks to steal, destroy, or damage another student's work for the purpose of obtaining a better standing within a course or within the program.

Any act of academic dishonesty will be reported to the Assistant Dean and Division Dean, depending on the severity of the situation may be reported to the Dean of Students. The accused student does have the right to appeal accusations; please see the NOVA Student Handbook for more information on disciplinary policies.

Additional information regarding Student Conduct and Academic Dishonesty can also be found in the NOVA Student Handbook.