A. Academic Division: Business, Industry and Technology

B. Discipline: Visual Communications Media & Technology

C. Course Number and Title: VCMT1280 Visual Communication II & Typography

D. Course Coordinator: Lynn Damberger
   Assistant Dean: Daniel Wagner

Instructor Information:
• Name: Click here to enter text.
• Office Location: Click here to enter text.
• Office Hours: Click here to enter text.
• Phone Number: Click here to enter text.
• E-Mail Address: Click here to enter text.

E. Credit Hours: 3
   Lecture: 2 hours
   Laboratory: 2 hours

F. Prerequisites: VCMT1080, VCMT1050 (Minimum grade of C- required in both courses)

G. Syllabus Effective Date: Fall, 2017

H. Textbook(s) Title:
   Typographic Design in Digital Studio Design Concepts
   • Author: David Amdur
   • Copyright Year: 2006
   • Edition: 2007
   • ISBN #: 9781401880934

   White Space Is Not Your Enemy
   • Author: Rebecca Hagen and Kim Solombisky
   • Edition: 2nd
   • Copyright Year: 2013
   • ISBN: 9780240824147

   Adobe InDesign CC 2016: The Professional Portfolio Series
   • Author: Against the Clock
   • Edition: 1st
   • Copyright Year: 2016
   • ISBN: 9781936201747

I. Workbook(s) and/or Lab Manual: None
J. Course Description: Expanding on student’s knowledge of graphic design elements and principles covered in VCMT 1080, students will further explore page design. Emphasis will be on typography. History of typography, graphic design, and printing processes will be studied. Projects may include advertisements, letter shapes, logos, brochures, tables, form documents, grid layouts and mass media communication.

K. College-Wide Learning Outcomes:

<table>
<thead>
<tr>
<th>College-Wide Learning Outcome</th>
<th>Assessments - - How it is met &amp; When it is met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication – Written</td>
<td></td>
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<tr>
<td>Communication – Speech</td>
<td></td>
</tr>
<tr>
<td>Intercultural Knowledge and Competence</td>
<td></td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>Critical Thinking VALUE Rubric</td>
</tr>
<tr>
<td>Information Literacy</td>
<td></td>
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<tr>
<td>Quantitative Literacy</td>
<td></td>
</tr>
</tbody>
</table>

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Assessments – How it is met &amp; When it is met</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Follow the design process from concept to client presentation and printing.</td>
<td>Follow the design process for all projects. Starting the process with thumbnails, concepts and completing them with critique and presentation. All projects throughout the semester.</td>
</tr>
<tr>
<td>2. Explain the role of designer, client and the graphic design process.</td>
<td>Take Home Test midterm. Final test.</td>
</tr>
<tr>
<td>3. Identify type/fonts, how important it is in graphic design, and how to use it graphic design.</td>
<td>Type identification homework, Mid-Term and all projects. Homework thru out the semester and midterm week.</td>
</tr>
<tr>
<td>4. Explain the history and role of typography in graphic design and printing history and how it relates to computer graphics.</td>
<td>Reports, Mid Term &amp; Letter Design Project. Weeks 1-7.</td>
</tr>
<tr>
<td>5. Demonstrate intermediate skills in graphic design, typography, layout and design.</td>
<td>All projects and project requirements will be evaluated for their typesetting and formatting. All projects all weeks.</td>
</tr>
<tr>
<td>8. Demonstrate file organization skills and prepress skills.</td>
<td>Some project files will be graded from students’ files on server, and others will be graded after collecting for press and cooying to electronic storage devices. Messy and unorganized project files will be graded accordingly and may result in a zero for the project. All projects all weeks.</td>
</tr>
<tr>
<td>9. Demonstrate good craftsmanship &amp; organization skills.</td>
<td>Spelling, typographical errors, improperly prepared files and unorganized files, and bad craftsmanship will be evaluated as 20% of each project. All projects and exercises all semester.</td>
</tr>
<tr>
<td>10. Demonstrate creativity in concept, layout, and typography.</td>
<td>Layout and the typography. All projects all semester.</td>
</tr>
<tr>
<td>11. Complete work within deadlines.</td>
<td>All projects all semester.</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Assessments – How it is met &amp; When it is met</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>12. Critique their work, the work of others, and accept criticism.</td>
<td>Project critiques &amp; presentations, all semester.</td>
</tr>
<tr>
<td>13. Work in teams.</td>
<td>Various activities, exercises in class, and critiques during the whole semester.</td>
</tr>
<tr>
<td>14. Explain the importance of organization skills &amp; background reference materials.</td>
<td>Organized notebook including reference materials, craftsmanship is 10-20% of project grades. Instructor can refuse to grade projects that are not well organized. Collected and evaluated the 9th or 10th week of the semester.</td>
</tr>
</tbody>
</table>

M. Topical Timeline (Subject to Change):

1. Desktop Publishing
2. Art & Illustration
3. Photographic Composition
4. Prepress & Printing
5. Resolving Graphic Design Problems
6. Typography

N. Course Assignments:

1. Letter Redesign Project
2. History of alphabet, communication, typography & printing
3. Corp Identity Project
4. History of Graphic Design
5. Mid-Term
6. Magazine Ad or Book Cover Project
7. Brochure/Menu Project
8. Advanced typesetting project (either recipes, cookbook or forms)
9. Final Take Home and Final In class Test

O. Recommended Grading Scale:

<table>
<thead>
<tr>
<th>NUMERIC</th>
<th>GRADE</th>
<th>POINTS</th>
<th>DEFINITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>93–100</td>
<td>A</td>
<td>4.00</td>
<td>Superior</td>
</tr>
<tr>
<td>90–92</td>
<td>A-</td>
<td>3.67</td>
<td>Superior</td>
</tr>
<tr>
<td>87–89</td>
<td>B+</td>
<td>3.33</td>
<td>Above Average</td>
</tr>
<tr>
<td>83–86</td>
<td>B</td>
<td>3.00</td>
<td>Above Average</td>
</tr>
<tr>
<td>80–82</td>
<td>B-</td>
<td>2.67</td>
<td>Above Average</td>
</tr>
<tr>
<td>77–79</td>
<td>C+</td>
<td>2.33</td>
<td>Average</td>
</tr>
<tr>
<td>73–76</td>
<td>C</td>
<td>2.00</td>
<td>Average</td>
</tr>
<tr>
<td>70–72</td>
<td>C-</td>
<td>1.67</td>
<td>Below Average</td>
</tr>
<tr>
<td>67–69</td>
<td>D+</td>
<td>1.33</td>
<td>Below Average</td>
</tr>
<tr>
<td>63–66</td>
<td>D</td>
<td>1.00</td>
<td>Below Average</td>
</tr>
<tr>
<td>60–62</td>
<td>D-</td>
<td>0.67</td>
<td>Poor</td>
</tr>
<tr>
<td>00-59</td>
<td>F</td>
<td>0.00</td>
<td>Failure</td>
</tr>
</tbody>
</table>

P. Grading and Testing Guidelines:

Click here to enter text.
T. College Procedures/Policies:

Attendance Requirements: All students are required to attend all scheduled classes and examinations. Each faculty member has the right to establish regulations regarding attendance that he/she considers necessary for successful study.

Students who do not attend classes may be administratively withdrawn from those classes. However, failure to attend classes does not constitute withdrawal, and students are expected to process a formal withdrawal through the Student Records Office in Kee Hall.

Student engagement requirements:
Student engagement is based on the “active pursuit” of learning which can be measured by class attendance, class participation (in class or online), taking required quizzes/examinations, and submission of work assignments or papers. Student engagement consists of a student attending at least 60% of the class sessions (there should be attendance throughout the term) and/or completing 75% of the assignments listed on the syllabus at the midpoint in the term. Exceptions can be made when there is on-going communication between the student and faculty member. The communication must be documented and the faculty member and student must be in agreement regarding the exception. Students not meeting the expectation will be administratively withdrawn from class. If a student believes he/she was administratively withdrawn in error, he/she may file an appeal. Being administratively withdrawn may have program and financial aid implications.

Academic Misconduct is any activity that tends to compromise the academic integrity of the college, or subvert the educational process. Examples of academic misconduct include, but are not limited to:

1. Violation of course or program rules as contained in the course syllabus or other information provided to the student; violation of program requirements as established by departments and made available to students.

2. Plagiarism including, but not limited to, submitting, without appropriate acknowledgment, any written, visual or oral material that has been copied in whole or in part from the work of others (whether such source is published or not) even if the material is completely paraphrased in one’s own words. This includes another individual’s academic composition, compilation, or other product, or a commercially prepared paper. Plagiarism also includes submitting work in which portions were substantially produced by someone acting as a tutor or editor.

Such practices constitute plagiarism regardless of motive. Those who deny deceitful intent, claim not to have known that the act constituted plagiarism, or maintain that what they did was inadvertent are nevertheless subject to penalties when plagiarism has been confirmed.

3. Cheating and dishonest practices in connection with examinations, papers and projects, including but not limited to using unauthorized notes, study aids or information on an examination; obtaining help from another student during an examination; taking an exam or doing work for another student; providing one’s own work for another student to copy and submit as his/her own; or allowing another
student to do one’s work and then submitting the work as one’s own. Also included would be altering
a graded work after it has been returned, then submitting the work for re-grading; or submitting
identical or similar papers for credit in more than one course without prior permission from the course
instructors.

4. **Fabrication** including but not limited to falsifying or inventing any information, data or citation;
presenting data that were not gathered in accordance with defined appropriate guidelines, and failing to
include an accurate account of the method by which data were collected.

5. **Obtaining an Unfair Advantage** including, but not limited to stealing, reproducing, circulating, or
otherwise gaining access to examination materials prior to the time authorized by the instructor;
unauthorized collaborating on an academic assignment; taking, hiding or altering resource material; or
undertaking any activity with the purpose of creating or obtaining an unfair advantage over another
student’s academic work.

6. **Aiding and Abetting Academic Dishonesty** including, but not limited to providing material,
information or other assistance to another person with the knowledge that such aid could be used in
any of the violations stated above, or providing false information in connection with any inquiry
regarding academic integrity.

7. **Alteration of Grades or Marks** including but not limited to, action by the student in an effort to change
the earned credit or grade.

In addition, cases of academic dishonesty may involve photocopied materials. Materials used may fall
under the Copyright Act. Violations of said Act may subject the user and/or the College to sanctions.

**Statement on Disabilities:** Any student who requires reasonable accommodations related to a disability
should inform the course instructor and the Coordinator of Specialized Services (Room 138 in Kee Hall;
phone 419-755-4727).

Students who encounter difficulty in any of their courses are encouraged to visit the Tutoring Resource
Center (Room 119 in Fallerius Technical Education Center) for tutoring assistance, and the Student Success
Center (Room 136 in Kee Hall) for academic assistance, advising services, referrals for personal counseling
and Learning Disability (LD) Testing.

**Statement on Withdrawals:** As a student, you are expected to attend class. If you are unable or choose not
to attend class, or if for whatever reason you are unable to keep up with the requirements of a course, you
need to officially drop the class at the Student Records Office. Refund dates and withdrawal dates will
vary slightly from term to term. Contact the Student Records Office for applicable dates. Additionally
these dates are posted on the academic calendar available on the college’s website,
www.ncstatecollege.edu, under the Academics heading on the home page and are available at the Student
Records Office in Kee Hall. Students should go to the Student Records Office (Room 142 in Kee Hall) to
process their withdrawal from any class.

If you choose to walk away from your class without officially withdrawing from it, the faculty member
teaching the class must grade your classroom performance on the material available to him or her. This
normally results in an "F" grade. An "F" grade can lower your grade point average considerably depending
on the total credits accumulated.