SYLLABUS / OUTLINE
DANVILLE COMMUNITY COLLEGE

DIVISION: Business and Engineering Technology **REVISED:** Spring 2014

CURRICULA IN WHICH COURSE IS TAUGHT: Graphic Imaging Technology

COURSE NUMBER AND TITLE: PNT 221 – Layout & Design I

INSTRUCTOR: Sheila Wright
Charles Hawkins E&IT Building, office #10
(434) 797-8433 **Email:** swright@dcc.vccs.edu

OFFICE HOURS: Posted on my office door and in EIT 26 Mac lab. If these times are not convenient for you, just contact me and I will work with you to fit your schedule.

CREDIT HOURS: 3 **HOURS/WK LEC:** 2 **HOURS/WK LAB:** 3 **LEC/LAB COMB:** 5

TEXTBOOK: Graphic Design Solutions by Robin Landa. Software learning materials and other required course materials will be provided by instructor.

I. CATALOG DESCRIPTION: Analyzes production art necessary to prepare camera-ready copy for photomechanical printing. Teaches basic drawing concepts and techniques with emphasis on design principles, and care and use of instruments. Studies production methods to prepare ruled forms, overlays, bendays, bleeds, two and multicolor forms for advertising and publication work.

II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:

- Demonstrate an understanding of the fundamentals of reproduction processes.
- Use graphic design software to complete laboratory projects.
- Utilize mathematical skills necessary for effective performance in the printing industry.

III. REQUIRED BACKGROUND/PREREQUISTIES:

- Co-requisite: PNT 211
- Student should have basic computer usage skills to use Email and browse the internet to complete assignments.
- Jump drive: Neither the instructor nor the college is responsible for loss of your computer files. Save them frequently in your folder in Thawspace. If you want to keep them, back them up frequently on your jump drive. No excuses will be accepted for missing or lost work.
- Headphones: This is very important since we will be viewing a lot of Adobe and other tutorials and YouTube presentations. To aid with concentration, it is most important that everyone use headphones.

IV. COURSE CONTENT:

- Design Principles
- Digital Imaging Technologies
- Software Applications
- Design Industry
- Designer's Portfolio
- Safe Work Environment

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE

___X___Communication

_____Personal Development

___X___Critical Thinking

___X___Quantitative Reasoning

_____Cultural and Social Understanding

_____Scientific Reasoning

___X___Information Literacy

VI. LEARNER OUTCOMES: VII. EVALUATION:

Design Principles • Understand the nature and impact of visual communication • Identify the formal elements of design • Discuss format, valance, visual hierarchy, emphasis, rhythm, unity • Understand the illusion and manipulation of graphic space • Discuss creative and conceptual thinking	**Evaluation method** In class assignments Lab exercises Lab projects Written tests
Digital Imaging Technologies • Explore and understand process of direct imaging • Discuss the various options available in digital printing • Demonstrate knowledge of proper equipment care and maintenance	**Evaluation method** In class assignments Lab exercises Lab projects Written tests
Software Applications • Demonstrate a broad knowledge of proper software selection and use for design • Use a variety of technologies to create, capture, and manipulate design elements in producing an appropriately prepared final product • Demonstrate the ability to use software to complete basic level projects	**Evaluation method** In class assignments Lab exercises Lab projects Written and hands-on tests

Design Industry • Understand the role of a graphic designer • Discuss collaboration with clients, advertisers, art directors • Work effectively as part of a design team	**Evaluation method** In class assignments Lab exercises Lab projects Written tests
Designer's Portfolio • Understand the purpose and composition of an effective portfolio • Compile a portfolio of finished work that is displayed in a professional manner • Professionally display and present the portfolio to a client	**Evaluation method** In class assignments Lab exercises Lab projects Written and hands-on tests
Safe Work Environment • Maintain a clean and orderly work station • Understand physical stress related strains • Maintain an ergonomically friendly work station	**Evaluation method** In class assignments Lab exercises Written test

VII. GRADING POLICY:

Attendance is required for all lectures and lab sessions. Excessive absences or tardiness will result in poor performance in completing projects and will result in a loss of points toward the student's final grade.

Course Grade Procedures:
The point value of each project is based on the number of days allowed to complete the project. The time allowance and the point value for each project will be discussed on the day that each project is initially assigned. Each day's point value is 3.3 points, a total of 30 meetings (includes exam), for 99 possible points. Note this example: a project which takes 3 days to complete will carry a value of 9.9 points. If you are absent, 3.3 for each day missed will be deducted from that project's total grade, even if the project is complete. Arriving tardy may also result in a deduction of points as additional assignments are frequently given at the beginning of class. If you are tardy, you will not be allowed to make up these assignments.

IX. GRADING SCALE: A = 99-90; B = 89-80; C = 79-70; D = 69-60; F = Below60

X. ACADEMIC HONESTY CLAUSE:

DCC Honor Code: I promise that I have neither given nor received unauthorized help on this work, nor am I aware of any violation of the Honor Code.

Plagiarism and Academic Dishonesty

Students will be expected to maintain complete honesty and integrity in their academic work in this class. Acts of academic dishonesty, such as cheating, plagiarism, or inappropriately using the work of others to satisfy course requirements, will not be tolerated. Students who maintain their enrollment in this class agree that such acts will be managed at the discretion of the instructor according to the severity of the infraction.

Academic dishonesty includes collaborating with other students on take-home examinations or other non-collaborative assignment, presenting the work of others as your own, failing to document adequately on research from printed materials or internet sources, and cheating on tests. Disciplinary action will be pursued for all acts of academic dishonesty and may result in the failure of affected assignments, and or this class, as determined by the instructor.

XI. ADA POLICIES: Danville Community College is committed to meeting the needs of all students and providing access for persons with disabilities. Reasonable accommodations are available to those students with diagnosed disabilities. Students with diagnosed disabilities wishing to receive specific accommodations must be registered with the Disability Services. For more information, please contact Carl Amos, Counselor and ADA Coordinator, at 797-8479 or camos@dcc.vccs.edu.