

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE  
MASTER SYLLABUS

**DIGITAL GRAPHIC DESIGN III**  
**CGT 2100**

**Class Hours: 5.0**

**Credit Hours: 5.0**

**Laboratory Hours: 0.0**

**Date Revised: Summer**  
**01**

NOTE: This course is not designed for transfer credit.

**Catalog Course Description:**

Advanced graphic design. Comprehensive projects to include design management, development and production. Professional portfolio / student exhibition.

**Entry Level Standards:**

The student is expected to be able to read on a college level, write using correct spelling and grammar, be computer literate, and be able to conduct research utilizing Internet and pertinent learning resources and techniques.

**Prerequisite:**

CGT 2000 or consent of instructor

**Textbook(s) and Other Reference Materials Basic to the Course:**

N/A

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Introductions, Expectations, Individual portfolio review criteria, Review of design principles, Individual portfolio review, Project #1 assignment/development
2	Brainstorming, thumbnails, Assignment #4 (Individual Project) criteria, Group assignments, Presentation skill development
3	Individual Portfolio Project Development; Student Exhibition (Planning); Exhibition Tasks / Timeline / Team Planning; Preliminary critique Project #1, Assignment #2
4	Student Exhibition Poster; Concept Development / Student Exhibition project; Project #1 due. Critique, Project #2 thumbnails due
5	Project #2 roughs due, preliminary critique, Assignment #3
6	Project #3 thumbnails due, Project #2 Critique
7	Project #4 Written proposal due, Project #3 roughs due, preliminary critique
8	Project #3 Critique

- 9 Brainstorming, Project #4 thumbnails, Assignment #5
- 10 Project #4 roughs, Project #5 development
- 11 Project #4 Critique, Project #5 development/roughs
- 12 Project #5 Critique, Portfolio review, final exam review, show installation
- 13 Students show/student showcase
- 14 Final exam review, digital portfolio development
- 15 Digital portfolios
- 16 Final Comprehensive Exit Exam

## II. Course Objectives\*:

- A. Organize individual “ exit portfolios.” I, II, III, IV
- B. Prepare the student for an “ exit exam” that demonstrates mastery of CGT concepts and techniques essential for obtaining an entry-level position in the graphics industry. I, II, III, IV
- C. Develop positive job interview techniques to include negotiation skills. I, II, III, IV
- D. Develop advanced presentation skills both visually (through portfolio models) and orally. I, II, III, IV
- E. Develop and refine skills in successful teamwork. I, II, III, IV
- F. Update the student on contemporary issues in graphic design. I, II, III, IV
- G. Develop individual problem-solving and art direction skills. I, II, III, IV

\*Roman numerals after course objectives reference goals of the CGT program.

## III. Instructional Processes\*:

Students will:

1. Participate in group peer critiques of individual portfolios and make recommendations for improvement both orally and through written peer portfolio evaluation forms.  
*Communications Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Transitional Strategies, Active Learning Strategies*
2. Make an oral presentation to the class outlining their individual project objectives for the semester.  
*Communications Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Transitional Strategies, Active Learning Strategies*
3. Organize and participate in teams to plan, delegate individual responsibilities, and complete efficient design management for the installation of their annual CGT student exhibition.  
*Communications Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Transitional Strategies, Active Learning Strategies*

4. Design an exhibition poster and direct mail advertisement to promote the annual CGT student exhibition. *Communications Outcome, Problem Solving/ Decision Making Outcome, Outcome, Technological Literacy Outcome, Transitional Strategies, Active Learning Strategies*
5. Serve as a member of a team and provide the instructor with a definitive schedule of individual/group task assignments and timeline for exhibition preparation and installation. *Communications Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Active Learning Strategies*
6. Attend the “ CGT student exhibition” prepared to discuss their work(s) with guests to include industry professionals. (Professional dress and demeanor and multiple copies of resume required.) *Communications Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Transitional Strategies, Active Learning Strategies*

\*Strategies and outcomes listed after instructional processes reference Pellissippi State’ s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

#### **IV. Expectations for Student Performance\*:**

Upon successful completion of this course, the student should be able to:

1. Present an entry-level professional portfolio of personal works at the annual CGT student exhibition. A, B, C, D, E, F, G
2. Work individually and in a team concept to complete projects in an efficient time frame. A, B, C, D, E, F, G
3. 3. Make effective oral and written presentations of individual and group design projects. C,D,E,F,G
4. 4. Adapt to changing project parameters. B,C,E,F,G
5. 5. Demonstrate efficient design management skills by maintaining a project time log. B,E,F,G
6. Demonstrate mastery of digital media in the development of finished art. A, B, C, D, E, F, G
7. Critically analyze graphic design using objective evaluation criteria in peer group critiques. A, B, C, D, E, F, G
8. Successfully complete the CGT Exit Exam demonstrating mastery of CGT concepts and techniques essential for obtaining an entry-level position in industry. A, B, C, D, E, F, G
9. Conduct basic research as the basis for creative problem solving. B,F,G
10. Design a Self-Promotion direct mailer, to include a current resume and cover letter. A,D,F,G
11. Review the ethical responsibilities and the social context of the graphic designer as an integral member of the visual communications industry. A,C,D,E,F,G

12. Review formats and complete the process of organizing their professional “ exit” portfolio using digital technology. A,D,F,G
13. Keep a time sheet/log and provide weekly updates to the class on their project development. B,E,F,G

\*Letters after performance expectations reference the course objectives listed above.

## **V. Evaluation:**

### A. Testing Procedures: 30% of grade

#### Written Final/Practical Comprehensive Exit Exam

Students will be tested on material from reading assignments, lectures, class handouts, nomenclature etc., and computer/software skills necessary for entry-level graphic design positions

### B. Laboratory Expectations:

Students will find it necessary to spend additional time in the Macintosh computer lab in order to successfully complete assignments.

### C. Other Evaluation Methods: 70% of grade

#### Journal/workbook: 15%

Students will maintain a journal/workbook (3– ring binder with pocket page protectors) of reference materials/examples, in-class exercises, thumbnail sketches for design projects, etc. Instructor will review journals at random intervals throughout the term and at the end of the semester.

#### Project Portfolio: 40%

Students will submit a project portfolio. Each project will be evaluated and count equally towards a composite portfolio grade.

Class participation: 15%

### D. Grading Scale:

A 90–100

B+ 86–89

B 80–85

C+ 76–79

C 70–75

D 60–69

F Below 60

## **VI. Policies:**

### A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog). Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

### B. Other Policies:

**Roll:** Roll will be taken at the beginning of the class period. Three tardies will count as one absence. Leaving class early without prior consent of the instructor is not acceptable and will count as an absence.

**Make-up Work:** In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered during the class period.