

Pellissippi State Community College
Master Syllabus

DIGITAL GRAPHIC DESIGN III
CGT 2105

Class Hours: 4.0
Laboratory Hours: 0.0

Credit Hours: 4.0
Revised: Spring 2017

Catalogue Course Description

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

Prerequisites

CGT 2005 or consent of program coordinator

Corequisites:

None

Textbook and Other Related Materials

Required Text – *Graphic Arts Guild Handbook – Pricing & Ethical Guidelines, latest edition*

Materials – Flash drive, mat board, adhesive, quality paper for comprehensives, presentation materials, portfolio case

Week/Unit Topic

Week Topic

- 1 Introductions, Expectations, Individual portfolio review criteria, Review of design principles, Project #1 assignment/development—Student Exhibition Invitation materials and Poster; Concept Development / Student Exhibition project; Peer and Individual portfolio reviews
- 2 Peer and Individual portfolio reviews; Brainstorming, researching, thumbnailing—Project #1 concept development; Assignment #4 (Individual Portfolio Project) criteria, Presentation skill development
- 3 Thumbnails due —Preliminary critique Project #1; Individual Portfolio Project development; Student Exhibition (Planning); Exhibition Tasks / Timeline / Team Planning; Project #2 assignment
- 4 Student Exhibition project development; Assignment #4 proposals due.
- 5 Project #1 due —Student Exhibition Project Critique; Project #2 development—thumbnails/roughs due, preliminary critique.
- 6 Project #2 development; Project #3 assignment
- 7 Project #2 Critique; Project #3 development
- 8 Roughs due Project #3—preliminary critique, Project #4 thumbnails
- 9 Project #3 Critique; Project #5 assignment; Student files due for invitation materials; Student Showcase/Portfolio Review materials production
- 10 Student Showcase/Portfolio Review materials production; Project #4 —roughs/preliminary critique; Project #5 development

- 11 Student Showcase/Portfolio Review materials production; Project #4 Critique, Project #5 development/roughs
- 12 Student Showcase/Portfolio Review materials production; Project #5 Critique; Portfolio review, final exam review, Annual CGT Student Exhibition preparation/installation – *typically installed the last two weeks of April—in the Bagwell Center Gallery*
- 13 Students Exhibit; Student Showcase preparation; final exam review, digital portfolio development, digital portfolios; Showcase/Portfolio participation — typically the third or fourth **Thursday in April**.
- 14 Showcase evaluation summaries and debriefing; final exit exam review
- 15 Final exam

Course Goals

NOTE: Roman numerals after course objectives reference goals of the Media Technologies — Communication Graphics program.

The course will

- A. Guide the student to organize an individual “exit portfolio”. 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. Help the student develop positive job interview techniques to include negotiation skills. I, II, III, I
- D. Help the student develop advanced presentation skills both visually (through portfolio models) and orally, I, II, III,
- E. Assist the student to develop and refine skills in successful team work, I, I, III, IV
- F. Enhance the student’s awareness of contemporary issues in graphic design, I, II, III, IV
- G. Expand the student’s development of individual problem-solving and art direction skills, I, II, III, IV

Expected Student Learning Outcomes

NOTE: Letters after performance expectations reference the course goals listed above.

The student will

- 1. Present an entry-level professional portfolio of personal works at the annual CGT Student Showcase.
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. Make effective oral and written presentations of individual and group design projects.
C,D,E,F,G
- 4. Adapt to changing project parameters. B,C,E,F,G
- 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,D,E,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,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

Evaluation

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

Laboratory Expectations:

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

Field Work: None

Other Evaluation Methods: 70% of Grade Project Portfolio 50%

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

Class participation 20%

Participation in the CGT Student Exhibit and Annual Student Showcase/Portfolio review is required for all students enrolled in CGT 2105.

Grading Scale:

The final grade will be calculated from the factors as mentioned above and will be evaluated on a standard scale.

A 92–100 B+ 89–91 B 82–88 C+ 79–81 C 72–78 D 65–71 F Below 65

Policies

Attendance Policy

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

Academic Dishonesty

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for Disabilities

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services (<http://www.pstcc.edu/sswd/>) may be contacted via Disability Services email or by visiting Alexander 130.

Other Policies

CGT Program

1. **Roll** - Roll will be taken at the beginning of the class period. Three tardies will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.
2. **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.
3. **Cell Phones** - Please make sure all cell phone ringers are turned off during class

periods. Taking or making calls (including texting) during scheduled class time is not appropriate unless the instructor has prior knowledge of a critical or sensitive situation that may warrant an immediate response.

4. **Internet** - Checking e-mail or surfing the web during class is not an appropriate use of scheduled instructional time unless it relates to a specific assignment for this class.
5. **Music/MP3 players** - Listening to music or any recorded material not specifically related to subject matter being taught in this class is not appropriate during scheduled class time.
6. **Lab Usage** - Please remember that the Pellissippi State's policy states **NO FOOD OR DRINK** in classrooms. That policy is especially important in computer labs. Our Mac labs are the best in the region—keep them clean!