

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: Spring
99

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:

Week	Topic
1	Orientation: Course Structure; Individual Portfolio Evaluations
2	Portfolio Evaluations (Defining Goals); Review of Portfolio Formats; Individual Portfolio Planning and Project Development
3	Individual Portfolio Project Development; Student Exhibition (Planning); Exhibition Tasks / Timeline / Team Planning
4	Student Exhibition Poster; Concept Development / Student Exhibition
5	Student Exhibition Poster (Critique 1); Peer Evaluation Critique; Design Development
6	Student Exhibition Poster (Critique 2); Peer Evaluation Critique; Design Development
7	Student Exhibition Poster (Jury); Exhibition Poster Production Planning
8	Portfolio Development (Individualized); Design Development
9	Portfolio Development (Individualized); Design Development

- 10 Portfolio Development (Individualized); Design Development; The Job Resume
- 11 The Job Resume (Cont.); The Cover Letter
- 12 Interview Techniques (Role Playing); Peer Evaluation
- 13 Individual Portfolio Development (Cont.); Design Development
- 14 Student Exhibition Installation / Participation; Exit Exam (Review)
- 15 Exit Exam; Individual Portfolio / Course Evaluation
- 16 Final Exam Period

II. Course Objectives*:

- A. Help the student 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. Help the student develop positive job interview techniques to include negotiation skills. I, II, III, IV
- D. Help the student develop advanced presentation skills both visually (through portfolio models) and orally. I, II, III, IV
- E. Assist the student to 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. Assist the student in developing 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. Make effective oral and written presentations of individual and group design projects. A, B, C, D, E, F, G
4. Adapt to changing project parameters. A, B, C, D, E, F, G
5. Demonstrate efficient design management skills by maintaining a project time log. A, B, C, D, 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. A,B,C,E,G
10. Design a Self-Promotion direct mailer, to include a current resume and cover letter. B,C,D,E,F,G
11. Review the ethical responsibilities and the social context of the graphic designer as an integral member of the visual communications industry. C,D,E,F,G
12. Review formats and complete the process of organizing their professional □exit□ portfolio

using digital technology. A,B,C,D,E,F,G

13. Keep a time sheet/log and provide weekly updates to the class on their project development.
A,C,D,E

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

V. Evaluation:

- A. Testing Procedures: 25% of grade

There will be a CGT Exit Exam at the end of the semester.

- B. Electronic Portfolio (laser printed): 50% of grade

Evaluation criteria will include: research, visual / verbal concept, art direction, teamwork, presentation.

- C. CGT Exhibition: 25% of grade

Participation in CGT student exhibition

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. Attendance will be taken and students will be responsible for all material and lectures completed.

- B. Late Assignments and Make-ups:

No make-up Exit Exam will be given except for documented illness, emergencies, or other valid excuses (such as jury or military duty). A written excuse will be required. Failure to meet deadlines and participate in group critiques will result in a grade of F for any given project. Each student is expected to maintain weekly dialogue with the professor concerning project status.