Instructor Information

Instructor:  Cynthia Clarke- Fehrenbach
Office:  IT306
Mailbox:  BTC Main office. 3rd floor of the BTC building.
Hours:  M 11:30-12:15, F 11:30-1:30, W 11:30-12:15, TR 10:40-12:15
Phone:  501-812-2310
Email:  cfehrenbach@uaptc.edu

*All emails and telephone calls will receive a response within two business days.

Chair:  April Hearne  501-812-2843  aheame@uaptc.edu
Dean:  Bentley Wallace  501-812-2858  bwallace@uaptc.edu

*If your emails and telephone calls do not receive a response within two business days, the appropriate chain of command is above.

Course Information

All course work will be completed or submitted in Blackboard. This is an on campus course.

Catalog Description
An exploration of the formal elements of design including composition, color, texture, and shape in the form of applied visual problem-solving exercises in which typography and meaningful concept are added in order to shape the work into effective graphic design communications.

This course also revisits how to use computer graphics programs Adobe Illustrator and Adobe Photoshop. Students will use these programs to create, manipulate, and edit both vector and bitmap graphics and type using the various tools and capabilities of these two programs. This course addresses how to apply basic design concepts to digitally created work with regard to composition, color theory, and type in a visually meaningful way. Real-life applications of these skills such as website design, illustration, graphic design, print production layout, and photo retouching will also be explored.

3 Credit Hours (3 hours lecture per week)

Course Materials
Required Resources:

Software: The Adobe creative Cloud, file storage device.

Videos: Class lecture content is also recorded for students to review.

Mission Statement
University of Arkansas – Pulaski Technical College provides access to high-quality education that promotes student learning and enables individuals to develop to their fullest potential.

**Institutional Learning Outcomes and General Education**

UA-PTC supports a college-wide institutional learning assessment program which concerns effective instructional methods and promotes student learning achievement by assessing:

1. Communication
2. Critical Thinking
3. Cultural Awareness
4. Information Literacy
5. Professionalism
6. Quantitative Literacy
7. Technology Literacy

For more information, please consult the following website: [https://uaptc.edu/sla](https://uaptc.edu/sla)

**Department / Program Learning Outcomes**

**UA-Pulaski Technical College Digital Media Production Program Level Outcomes**

1. Students will demonstrate the process of digital video editing using industry standard software.
2. Students will demonstrate the process of digital graphic design using industry standard software.
3. Students will demonstrate the process of digital image manipulation using industry standard software.
4. Students will demonstrate the process of digital sound editing using industry standard software.
5. Students will demonstrate basic skills with audio and video production equipment.

**Student Learning / Course Outcomes**

At the conclusion of this course, students will be able to demonstrate an understanding of:

Upon completion of this course students will have an understanding of:

1. Vector verses pixel based programs
2. How to create a document in both Adobe Illustrator and Adobe Photoshop
3. How to use the workspace of both Adobe Illustrator and Adobe Photoshop
4. How to create type in both programs
5. How to create graphic elements in each program
6. How to manipulate, edit, and restore photographic images
7. How to implement basic design principals to computer generated images
8. Professional and efficient work practices in both programs

Policies

Report a Complaint or Concern

UA-PTC takes very seriously complaints and concerns regarding the institution. Most complaints or concerns of a specific nature should be initiated and resolved at the campus level through normal college processes whenever possible. UA - Pulaski Technical College receives and resolves complaints using a variety of methods. To report a complaint or concern, please follow the link below.

https://www.uaptc.edu/report-a-concern-complaint

UA-PTC Attendance Policy

Education at UA-PTC requires students’ active involvement in the learning process. Thus, students are expected to attend all classes and actively engage in all learning assignments and/or opportunities provided in their classes. Class attendance should be treated as mandatory by all students as attendance will be taken by all instructors during the first two weeks of class. Additionally, a written policy on student attendance that is tied to course objectives and included in a course syllabus will be provided for each course by instructors.

Departmental Attendance Policy

Agencies granting financial assistance may be notified of the violation of the attendance policy by students receiving financial aid.

Attendance is taken starting the first day of the semester, with the exception of students who enroll after classes have started. Teachers have the right to count students as absent if they arrive late to class, leave class early, or go in and out of the classroom during class time. Teachers have the right to lower a student’s grade based on excessive absences.

Any student who misses two consecutive weeks of class may be administratively withdrawn from the class.

Any student who does not participate in class within the first two weeks of class will be considered a “no show” according to the campus attendance policy and will be reported as such and dropped from the class.

Teachers have the right to enforce PTC’s administrative drop policy for days of consecutive nonattendance. Such particulars as determined by the instructor are detailed in the paragraph below.
For on campus classes regular attendance is necessary for normal academic progress. Attendance and participation are based on item submissions, not logins. Students that do not submit any class work for two consecutive weeks may be dropped from the class.

For online classes Students that do not submit any class work for two consecutive weeks may be dropped from the class. Institutions granting financial aid will be notified.

Course Policies
The UA-PTC Catalog rules and regulations will be enforced in this course at all times.

Please consult the following website for more information:

Professional behavior is required. Punctual attendance and intelligent participation are expected. Particulars as determined by the instructor are detailed in the paragraph below.

Appropriate behavior is expected for all communications, including any notes, email messages, or telephone conversations. Some guidelines for communication are included in this syllabus to help you.

Grading Policy
Letter grades will be based on the following scale:

- 90 to 100%  A
- 80 to 89%   B
- 70 to 79%   C
- 60 to 69%   D
- 0 to 59%    F

For more specific information about how much (or what percentage of the final grade) each assignment is worth and how the final grade will be calculated, please see further down in this document under Tentative Course Schedule.

* Instructors have one week to provide feedback and post grades for all assignments unless otherwise noted by a departmental policy that has been approved by the Dean of the School.
In an online class, eligibility for Financial Aid is based on student participation. Logging into the course does not constitute participation. For purposes of roster certification, students must complete a gradable attendance artifact.

**Academic Integrity**

It is expected that all students who attend UA-PTC conduct themselves in a manner appropriate for the college experience. Academic integrity is a vital component of collegiate behavior. The UA-PTC catalogue states, “The gaining of knowledge and the practice of honesty go hand-in-hand.”

The catalogue also states, “The responsibility and authority of initiating discipline arising from violations of the rules against dishonesty during the process of the course are vested in the instructor of that course.”

The complete Academic Integrity Policy is in the UA-PTC code of conduct.

**Accommodation Policy**

Services for Students with Disabilities: UA-PTC is committed to fulfilling all federal requirements as stated in the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the American with Disabilities Amendments Act (ADAAA) of 2008. Accommodations are available to students who have documented disabilities. Students who request accommodations must register with the Disability Services Office (Main Campus: 501-812-2738 or South Campus: 501-812-2862) and must provide current and relevant documentation.

Students requesting accommodations should inform the instructor at the beginning of the course or as soon as accommodations are approved. It is the student’s responsibility to provide their Accommodation Letter to the instructor. Accommodations are not retroactive and will only be provided once your instructor receives the Accommodation Letter.

**Student Code of Conduct**

All students are expected to abide by the UA-PTC Student Code of Conduct. For the full Student Code of Conduct, access the most current version of the UA-PTC Academic Catalog. [http://uaptc.azurewebsites.net/docs/default-source/course-catalog/2017-18-academic-catalog.pdf?sfvrsn=a08a3038_2](http://uaptc.azurewebsites.net/docs/default-source/course-catalog/2017-18-academic-catalog.pdf?sfvrsn=a08a3038_2)

**Sexual Misconduct**

No person at Pulaski Technical College will, on the basis of gender, be excluded from participation in, be denied benefits of, or be subjected to sex discrimination, sexual harassment or sexual misconduct under any education program or activity. All college administrative policies and procedures regarding sex discrimination, sexual harassment, and sexual misconduct are in compliance with Title IX. Students who feel they are victims of sexual misconduct should contact the UA-PTC Title IX Deputy Coordinator for Students:
Michelle Anderson, Director of Student Life and Leadership
Campus Center Building Room 216
501-812-2756
manderson@uaptc.edu

Course Evaluations

Students may be asked to evaluate their instructor and course near the end of the semester. These student evaluations are very important to the improvement in the quality of instruction and course materials. All results are anonymous and shared with the faculty only after the semester is over and grades have been posted.

Information Literacy

UA-PTC is committed to the Information Literacy Competency Standards for Higher Education as established by the Association of College and Research Libraries and endorsed by the National Forum on Information Literacy. Therefore, all courses will incorporate an information literacy component so that, by graduation, all students will be able to recognize the need for information, then locate, evaluate, synthesize, and communicate information in an ethical manner. Information literacy encompasses critical thinking, research, media, technology, health, business, and visual literacy skills to produce lifelong learners who can make informed decisions in the workplace and in their personal lives.

Tentative Course Schedule

<table>
<thead>
<tr>
<th>Unit</th>
<th>The elements of design; line, shape, color, type, imagery, texture</th>
<th>Points</th>
<th>Due Dates</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>• In-class workday participation</td>
<td>50</td>
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<td></td>
<td>• Assignment</td>
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<td></td>
<td>• Reflection Discussion</td>
<td>50</td>
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<tr>
<td>Unit 2 – Principles</td>
<td>• In-class workday participation</td>
<td>50</td>
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<td></td>
<td>• Assignment</td>
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<tr>
<td></td>
<td>• Reflection Discussion</td>
<td>50</td>
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<tr>
<td>Unit 3 – Working with color</td>
<td>• In-class workday participation</td>
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<td></td>
<td>• Assignment</td>
<td>100</td>
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<td></td>
<td>• Reflection Discussion</td>
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<tr>
<td>Unit 4 – Composition – bring the components together</td>
<td>• In-class workday participation</td>
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<tr>
<td></td>
<td>• Assignment</td>
<td>100</td>
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<td></td>
<td>• Reflection Discussion</td>
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<tr>
<td>Unit 5 – Final</td>
<td>• In-class workday participation</td>
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<td></td>
<td>• Assignment – assembling a scene</td>
<td>100</td>
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<tr>
<td></td>
<td>• Reflection Discussion</td>
<td>50</td>
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</tbody>
</table>
Final Exam Schedule: *March 5-6*

Disclaimer: This schedule is a guide for the semester. The instructor reserves the right to amend the schedule as necessary.

**Course Agreement Form**

Read, complete, and return to instructor:

I have read the course syllabus for Cynthia Fehrenbach’s Graphic Design I class at Pulaski Technical College, and I understand its content. I also understand the rules for the class, and I will follow and abide by these rules, including those relating to attendance, assignments, grading criteria, plagiarism, and behavior.

________________________
Semester

________________________
Date

________________________
Print name

________________________
Signature

________________________
UA-UA-PTC Email address

________________________
Telephone