

NORTHERN VIRGINIA COMMUNITY COLLEGE

COURSE SYLLABUS

COURSE TITLE	Visual Communications
COURSE NUMBER	ART135-001A
COURSE DESCRIPTION	Studies intermediate design concepts applicable to all fields of the communication arts. This course is a conceptual course that teaches specific creative techniques with which to approach communication needs in a visual context. It is an introduction to the generation of concepts essential to Graphic Design, Illustration, and Commercial Photography.
CREDIT VALUE	3.0
COURSE OBJECTIVES	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Define the roles and processes inherent in conceptual development and creativity • Execute hierarchies within visual communication • Research and make word and visual associations • Work in groups to use group dynamics as a creative tool • Use their imagination to break through the creative wall • Create complex projects from concept through execution <p>Major Topics to be Included:</p> <ul style="list-style-type: none"> • Defining perception • How we think • How we visually communicate what we think • How we perceive others' visual communication • What hierarchy is and how we individually understand and use it • What is meant by "process" in regard to conceptual development • Using research, association, word lists, word webs, image webs and storyboards as elements of process • What we think • Expanding how we think and create visually • Gaining new perspectives to think freely about a creative challenge • How others think • Working in groups and experiencing group dynamics as creative tools • "Hitting the creative wall" and how to break through to rediscovery, imagination and infinite creativity
MATERIALS	Removable media for storage and archiving work flash drive, portable hard drive; cloud based storage (<i>Dropbox, Google Drive, etc.</i>); paper and pens/pencils for notes and sketching; SKETCHBOOK ; other materials to be determined throughout the semester for specific assignments.
RECOMMENDED TEXT	Ellen Lupton and Jennifer Cole Phillips, <i>Graphic Design: The New Basics</i> , Princeton Architectural Press, 1st edition. (ISBN-10: 1568987021)
COURSE HOURS	Wednesdays 12:45 - 4:40 pm
ROOM	Virtual

CONTACT INFO	<p>geckler@nvcc.edu</p> <p>The best way to contact the instructor is via email at geckler@nvcc.edu. Please use your student VCCS for all correspondence to the instructor. Failure to do so may result in an undelivered message.</p> <p>Please give the instructor 24 hours to respond to emails Mondays-Thursdays. Emails sent out on Fridays-Sundays, may not be answered until Monday.</p>
OFFICE HOURS	<p>The instructor will be available during Virtual Office Hours on Zoom. Please check Faculty Information in Canvas for office hours schedule and more information on Virtual Office hours. It is advised that you make an appointment via email.</p>
ASSESSMENT CRITERIA	<p>Students will receive a handout for each assigned project that will explain the expectations and specs for each assignment. All work that is incomplete or does not follow specs will be counted as late and treated as such.</p> <p>Each project will be judged on the following criteria:</p> <ul style="list-style-type: none"> • Deadlines (10%): Has the student met all deadlines for each stage of the project? Were projects complete, on their due date and time? • Process/Sketches (10%): Is there evidence of strong research and development? • Participation (10%): Has the student contributed positively to class discussions and critiques on a regular basis? Was their feedback constructive and respectful of other classmates? Did the student pay attention during class lectures and discussions? • Specs (10%): Did the student follow the specified instructions for each project? Were the specified materials and sizes used? • Concept (10%): Is the concept well thought out and developed? • Execution (50%): Is the technique strong? Do the aesthetics support the concept? Is the craftsmanship flawless? <p><i>NOTE:</i></p> <ol style="list-style-type: none"> 1. <i>This class requires extensive critique and problem solving. You will be required to defend your work and be critical of your classmates' work.</i> 2. <i>Rough sketches are to be presented with EVERY assignment. If sketches are done in drawing books.</i>
GRADING SCALE	<p>A 100 to 90 B 89 to 80 C 79 to 70 D 69 to 60 F 59 and below</p>
DEADLINES	<p>Each project and assignment will have specific guidelines stated for their deadlines. Work due must be ready to the class period in which it is due. If the work is presented outside of class time or at a later date, it will result in a 1-letter grade reduction for the corresponding project.</p> <p>Computer crashes, failure of backing up work, not finishing on time, and other excuses will not be accepted. Students must take full responsibility for their work and deadlines.</p>

COMPUTER ACCESS In order to be successful in this class students need to have access to the following:

- Computer (*Mac or PC*) with system requirements to run software
- Working webcam, speakers, and microphone (*The webcam and/or mic can be built in or connected via USB*)
- Reliable high-speed access to the Internet.
- Access to Adobe Creative Cloud (*Acrobat, Illustrator and more*)
- Browser applications Chrome, Firefox, and/or Safari

CANVAS Canvas will serve as the primary means of exchanging files in this course. Please be sure to follow the instructor's directions for how and where to post files. Submitting files incorrectly may result in the assignment being marked as late or the instructor not accepting your work.

In an event of consistent college/campus closings, class may continue through Canvas, in an effort to stay on the semester's schedule. It is the student's responsibility in an event of a college/campus closing to check Canvas and/or their student email account for class updates, announcements and assignments.

Students are responsible for logging on to the class Canvas, at least once a week to download weekly course materials and assignments.

It is advised and the student's responsibility to check their student email and the announcement section of Canvas on a daily basis for class updates.

ZOOM The class meetings will be weekly and meet through ZOOM. The instructor will provide a course URL and phone number at the start of the semester for students to attend the weekly classes.

- In order to promote a community environment of sharing, students are NOT allowed to record course meetings. This includes video or audio taping, screen captures, or other ways in which content is captured.
- Students are not allowed to share the course URL or materials with non-students.
- Students are not allowed to post or share any aspect of the course to social media.

Violation of this policy will result in the student being reported to the Dean of Students.

ZOOM ETIQUETTE

- Please mute your audio when not talking.
- Please have your video on.
- Please display your actual name when in the Zoom course.
- Please try to have background noise and activity at a minimum during course time.
- Do not eat or smoke during the course meetings.
- Please save private activities for before or after course meetings.
- Try to enter the classroom five minutes before the start time to avoid interruptions of letting people in.
- Stay focused.
- Come to class prepared and ready to participate.

ATTENDANCE POLICY

Students are expected to attend class regularly and on time with preparation completed. If it is necessary to be absent for any reason, the student is responsible for emailing the instructor prior to class at geckler@nvcc.edu.

Regardless of the reason for being absent there are no excused absences. Students are responsible for all content missed during any absence.

2 absences in a class that meets once a week is grounds for a drop in final letter grade.

3 absences or more will be grounds for an "F" (fail) for the final letter grade.

Cumulative chronic lateness or leaving before class is dismissed is the same as being absent. The instructor will announce breaks and students will be expected to return at the specified time.

Information from classes missed is to be obtained from the class Canvas site and/or a fellow student.

Any student failing to turn in multiple projects or having accumulated multiple absences can receive a grade of "F" for the course. If a student decides to stop attending class, it does not entitle them to a grade of "W"—such action will result in entry of an "F" grade. You must meet with me (instructor) if you are having problems.

*Absences and tardiness...as noted before, and...*If you know you will be late or absent, please contact the instructor, preferably prior to class, to avoid being penalized on your work. Absence in and of itself does not postpone a deadline requirement in your case unless arrangements for an extension are made in advance of the deadline.

Late submission of work and make up work—Late homework, will be downgraded and will not receive credit if it is more than one class period late; late projects are unacceptable unless arrangements for an extension are made in advance of the deadline.

No makeup work will be assigned.

Meeting deadlines is your responsibility, therefore it is important that you keep multiple backups of all your files; make at least two copies of your work and save it on two separate forms of storage. Losing your work is not an excuse for missing deadlines. Even if your work becomes corrupted or lost, you are still responsible for turning projects in on time.

ACADEMIC INTEGRITY POLICY

NOVA does not tolerate academic dishonesty. As outlined in more detail in The Student Handbook, academic dishonesty can include, but is not limited to, cheating on an exam or quiz and submitting work that is not your own (plagiarism). Because faculty members share a responsibility for a student's education and the value of a NOVA degree, they seek to prevent unethical behavior and, when necessary, respond to infringements of academic integrity. Penalties can include a failing grade on an assignment, a failing grade in the course, suspension, or expulsion from the college. Procedures for disciplinary measures and appeals are outlined in the NOVA Student Handbook and the Academic Integrity Policy.

CLOSING INFORMATION	<p>NOVA announces campus and college closings on the NOVA homepage. You can also receive notification by cell phone or email if you register for NOVA Alert.</p> <p>When a course is canceled due to a weather event or other unforeseen situation, check the course Canvas site or NOVA email as soon as possible for instructions and assignments to avoid falling behind in coursework. You are expected to be up to date with all assignments the next time the class meets.</p> <p>Please also review the college policies regarding emergency closings and late openings.</p>
COURSE DROP/WITHDRAWAL POLICY	<p>Please note two important dates related to your enrollment in a course:</p> <ul style="list-style-type: none"> • The ‘census’ date for a course is the last day to drop a course and receive a full tuition refund, and also the last day to change your grade status to audit. • The ‘withdrawal’ date is the last day to withdraw without grade penalty. <p>Dropping a course after the census date and before the withdrawal date will result in a “W” grade appearing on your transcript. To identify these dates for your courses, please visit the College Academic Calendar and scroll down to the specific session for your course.</p>
DISABILITIES AND ACCOMMODATIONS	<p>Information on NOVA’s Disability Support Services, including how to reach a Disability Services Counselor, can be found at www.nvcc.edu/disability-services/index.html.</p>
EMERGENCY PREPAREDNESS	<p>Information on what to do in case of an emergency can be found on NOVA’s Office of Emergency Planning and Management (OEPM) website at www.nvcc.edu/emergency.</p>
FINANCIAL AID	<p>Students receiving financial aid are expected to attend and complete all classes. Withdrawing from a class can dramatically impact your financial aid status and may require repayment. To understand the impact of withdrawing from a course please review pages 13-17 of the Financial Aid Handbook.</p>
NOVACARES	<p>During your time at NOVA, you may experience challenges including struggles with academics, finances, or your personal well-being. NOVA has support resources available. Please visit http://www.nvcc.edu/novacares if you are seeking resources and support or if you are worried about a friend or classmate.</p>
TITLE IX	<p>Title IX is a civil rights law that prohibits discrimination on the basis of sex in educational programs, activities, admission and employment. Complaints of sex-based discrimination, sexual violence, domestic violence, dating violence, and sexual or gender-based harassment are governed by the Title IX Policy. For information about Title IX or to make a report, please visit: https://www.nvcc.edu/titleix/index.html.</p>

COVID-19 As the COVID-19 Delta variant continues to spread, NOVA has safety protocols in place to help protect our community's health and well-being. But we also need your help.

Wear a face covering in class.

Any student who does not have an appropriate face covering will be offered a free face covering (also available to anyone who needs one at the NOVA Parking & NOVACard Office). The primary focus of NOVA's official Temporary Covid-19 Face Covering Policy (https://www.nvcc.edu/policies/_files/120-Temporary-COVID-19-Face-Covering.pdf) is to encourage personal responsibility and voluntary compliance, but disciplinary action may be a possibility for refusal to wear a face covering.

If you cannot wear a face covering due to extenuating circumstances, such as a medical condition, work with the Office of Accommodations and Access.

Students who are unable to wear a face covering must ask for accommodations through the Office of Disability Support Services (soon to be known as the Office of Accommodations and Access) (<https://www.nvcc.edu/disability-services/>). Once a Memorandum of Accommodations (MOA) is finalized, you should share the MOA with your professors.

NOVA strongly encourages all NOVA Nighthawks to get vaccinated.

Every vaccinated student who shows their vaccination card at a NOVA Parking Office will receive a \$250 NOVACard credit. This can be used to pay for books, food and many other benefits and services on campus.

If you still need a vaccine, the Alexandria Health Department (AHD) and its vaccinating partner Red Sea Homecare Agency (RSHA) are currently offering open vaccine scheduling until Wednesday, Sept. 15. NOVA is strongly encouraging everyone who is able to get vaccinated to do so. Schedule your appointment today. (<https://www.alexandriava.gov/Vaccines>).

Wash your hands!

You will see handwashing signs, hygiene stations in classrooms and hallways and alcohol wipes around campus, all to help keep everyone healthy. NOVA is also making continuing improvements to indoor air quality and maintaining enhanced cleaning protocols.

For the latest information and updates, please refer to NOVA's COVID-19 Resources webpage: <https://www.nvcc.edu/safe-campus/index.html>.