

NORTHERN VIRGINIA COMMUNITY COLLEGE

COURSE SYLLABUS

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| COURSE TITLE | Creative Concepts and Writing |
| COURSE NUMBER | ART209-040A |
| COURSE DESCRIPTION | This course will introduce the skills necessary for writing and concept development for the communication design business. Students will be introduced to persuasive writing for specific audiences as well as for a variety of media, including print and interactive design. |
| COURSE PREREQUISITE | ENG 111 or equivalent or division approval. |
| 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"> • Develop concepts and support them through written articulation • Create written documents for the design business • Utilize text with an image to communicate a concept • Critique using the language of design • Write basic text for the web • Analyze and write advertisements for specific audiences • Create and write advertisements for a variety of media • Write sequentially for storyboards • Prepare text for specific design requirements such as informational graphics <p>Major Topics to be Included:</p> <ul style="list-style-type: none"> • Written descriptions to visualize a concept • Evoking emotion • Organization and development of a written design brief • Development of creative rationales • Research, attribution, and credits • Conceptual development strategies • Advertising writing for print, web, and broadcast • Developing a call to action • Proposal writing • Formatting, editing, and proofing content • AP Style |
| MATERIALS | <p>Cloud based storage (<i>Dropbox, Google Drive, etc.</i>); paper and pens/ pencil (<i>mechanical or drawing</i>) for notes and sketching; SKETCHBOOK; 1 set of Prismacolor colored pencils 24 or 36 (No Crayola or Rose Art)</p> <p>OR</p> <p>1 set of Prismacolor color markers 8 or 12 (No Crayola or Rose Art); other materials to be determined throughout the semester for specific assignments.</p> |
| REQUIRED TEXT | <p>Andrea Marks (2011). <i>Writing for Visual Thinkers: A Guide for Artists and Designers. Voices That Matter</i> 2nd Ed. (ISBN-13: 978-0321767455) <i>This book is Available Online through Library & Books Link</i></p> <p><i>The Associated Press Stylebook: 2020-2022</i> This book you need to purchase. Language: English (ISBN-10 : 1541647572 or ISBN-13 : 978-1541647572)</p> |
| COURSE HOURS | Tuesdays 12:45 - 5:15 pm |
| ROOM | N/A |

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| 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.

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

- 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 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.

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.

Please also review the college policies regarding emergency closings and late openings.

COURSE DROP/WITHDRAWAL POLICY Please note two important dates related to your enrollment in a course:

- 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.

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.

DISABILITIES AND ACCOMMODATIONS 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.

EMERGENCY PREPAREDNESS 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.

FINANCIAL AID 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.

NOVACARES 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.

TITLE IX 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>.