

CIS 126.01 Digital Design Fundamentals

Instructor

Christie (Chrissy) Hughes

Contact Information

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Office Location: William Atkinson 226-C

Office Hours

Tues: 8:00-9:00am, 12:00-3:00pm

Wed: 8:00-8:30am, 12:00-3:00pm

Fri: By appointment only between hours of 10:00-1:00pm.

*Office hours subject to change.

Online Office Hours

24-48 hour response

Course Description

Students explore fundamental methods used to compose persuasive digital layouts. Strategies in aesthetics, personal methodology, industry-standard practices are performed with the intent to deliver a clear, unique and proficient message.

Course Outcomes

Upon completion of this course, students should be able to:

- Develop individual working methods and process
- Compose persuasive digital layouts
- Learn industry terminology
- Understand conventional grid structures
- Exercise decisions in hierarchy and balance

Topics

Topics include element organization, industry terminology, survey of graphic design trends, personal methodology, creating emphasis in layout, using conventional grid structures, figure/ground graphics, framing, hierarchy, call to action and effective persuasion through message.

Course Text & Other Requirements

Graphic Design The New Basics by Ellen Lupton and Jennifer Cole Phillips. ISBN 978-1-56898-702-6. For this class, you will need to use a flash drive or access to online file server. You also need to have access to Adobe® CS6.

Teaching Strategies

The teaching strategies for this course include facilitated classroom directives and discussion (with a variety of visual resources as needed), hands-on practice, and peer/instructor feedback.

Academic Calendar Fall 2015**Classes Begin**September 6th**Last Day of Classes**December 22nd**Fall 2016**

Event	Dates	Notes
Semester Dates	Sept. 6 – Dec. 22	
Learning Days	Aug. 29 – Sept. 2	
Day and evening classes begin	Sept. 6	
In-Service Day	Oct. 7	No classes
Thanksgiving Break	Nov. 23 – 27	No classes, offices are closed
End of Fall Semester	Dec. 22	

How to be Successful in this Course

- 1. Plan your schedule >>** Plan ahead to determine times that you can set aside for coursework. Be present for class weekly. Login to the class website a minimum of **2-3 times** per week to stay up to date on any additional announcements. Announcements will be posted via JetNet.
- 2. Read and complete text assignments >>** The textbook and online help are key resources for this class; use them regularly. Exhaust your solutions to become a better problem solver. Read and follow the step-by-step instructions for each chapter, before relying on a partner/instructor to hold your hand.
- 3. Be professional in your work >>** The assigned non-textbook projects can be excellent portfolio pieces for further education and/or employment interviews; plan extra time for these projects and put forth your best effort. Sloppy work is not given full points.
- 4. Turn in assignments on time >>** Homework assignments and class exercises will be accepted up to **one** week after the due-date with a 20% penalty; any work submitted after this grace period will not be accepted. Turn in your work via JetNet and check your grades frequently.
- 5. Back-up your work.** We all know technology can be unpredictable, so save copies of your assignments. Create a file/folder on your hard drive called CIS126.

Grading

Students are responsible for completing and submitting the material and assignments covered each week. Notify your instructor if you are going to miss any work.

Published Images

You will be collecting information and designs created in Illustrator. This information will be shared via JetNet on the designated dates. You must post your report and comment on a minimum of three classmates' report for full credit. More information will be posted in Course Materials on how to complete, post, and review other Published Images.

Exercises

Exercises will be listed in JetNet. Exercises are delivered in class and completed in class. Each builds upon each other in order to gather the understanding needed to implement projects and assessments.

Projects

Projects will be listed in JetNet. Projects should be completed using techniques covered to date.

Exams

Exams will cover all techniques covered to the date of the exam. You will be notified as to when and how to take the exams.

JetNet Weekly Links

Assignment links in JetNet are available Monday of the current week, and will close at the start of class the following week.

How to Submit Work via JetNet

1. After entering our course in JetNet, click the icon relating to the assignment you wish to upload.
2. Locate the name of the class assignment in the center of the screen or press Grades on the left side of the screen.
3. Click **Edit** when typing in a message/note for the instructor and/or **Browse** to send a file (navigate to where your work is located, select/highlight it, and then click **Upload this File**).
4. Click on the Send for Marking button and finally click Yes for the final submission. 5. If you are submitting multiple files, click the Browse button again for each file you wish to upload. (*It's better to zip multiple files so you can submit as one file.*)

Grade Criteria

Exercises/discussions (11)	25-50 est. points each = 300 pts
Projects/discussions (2)	100 est. points each = 200 pts
Exams (1)	100 est. points each = 100 pts
	TOTAL pts = 600 pts (Est.)

**Assignments listed above are subject to change at any time.*

Grading Scale (based on accumulated points/percentages):

Grade	Percent	Points
4.0	94 - 100%	(559-600)
3.5	88 - 93%	(523-558)
3.0	82 - 87%	(487-522)
2.5	76 - 81%	(451-486)
2.0	70 - 75%	(415-450)
1.5	64 - 69%	(379-414)
1.0	58 - 63%	(349-378)
0.5	52 - 57%	(312-348)
0.0	below 52%	(0-311)

Grading Procedure

In class work is due at the end of each class or as otherwise directed by instructor. If you are absent, you cannot make up in-class assignments unless you have prior approval from the instructor. Late assignments & projects will be accepted up to one week after the due date, but will incur a 20% penalty for each week over due, not to exceed one week. Makeup Policy: Missed exams can be made up if arrangements are made with the instructor prior to the exam date. Please contact the instructor if you will be absent.

Course Completion Requirements

Students must achieve a passing grade of D or above by completing all required examinations, submitting all required exercises and projects, and meeting the standards of the school attendance policy.

Withdrawal

Because courses vary in length, it is critical that you check the last day to drop or withdraw by going To www.jccmi.edu , under 'Quick Links' choose "Drop Classes". If you receive financial aid, call 517-796-8410 to discuss the impact of dropping or withdrawing. Students who stop attending class without completing a withdrawal form will receive a grade of 0.0. It is the student's responsibility to withdraw from a course. The instructor cannot issue a drop from this course for you. You should initiate a withdrawal at the main campus Registrar's Office or at any JCC center if you cannot complete the course. You should also contact the instructor when considering a withdrawal.

Incomplete

No incomplete grades will be given in this class except under extenuating circumstances and if the student has completed at least 75% of the work and has a grade of at least 2.0 in the course. The grade of "I" is not awarded to students who did not attend, or seldom attended, or to those who simply are not pleased with their final grades. Students receiving an "I" submit only the remaining work that had not been completed at the end of the semester. Students do not redo work that had already been graded.

Audits

Students who do not wish to receive a grade from the course may opt for an "audit," which means they will not receive a grade. They may turn in their work and take tests for evaluation. Students who sign up to "audit" and now wish to receive a grade must contact the Registrar's Office at main campus or personnel at the extension centers by **the drop/add date** listed in Academic Calendar within this syllabus.

Extra Help

Tutors (plus additional services for academic success) can be accessed by calling 517-796-8415 or by stopping by the Center for Student Success, Bert Walker Hall Room 123. Students requiring special assistance (including those affected by the Americans with Disabilities Act) should contact the Center for Student Success. This is the first step in acquiring the appropriate accommodations to facilitate your learning.

Attendance and Participation Policies

Since regular attendance/participation is necessary for successful college work, students should be present on a weekly basis and should be submitting their work. Student work will be evaluated on effort and accuracy. If you miss work, you may still submit the work for evaluation as long as it is submitted within one week of the due date—remember work submitted over one week late will not be accepted for credit. Participation is important to your success in this course. Up to three times, I will review your progress and provide feedback, accessible via e-Services as follows:

H- you would benefit from additional assistance and you will be referred to the Foundation Studies Department for academic tutoring.

Q- your consistent lack of participation may prevent your success and recommend to the registrar that you be withdrawn from the course.

V- confirms that you are participating regularly.

IMPORTANT DATES TO REMEMBER

HQV 1 - 9/14/16

HQV 2 - 11/3/2015

HQV 3 - 11/6/16

Academic Honesty Policy

Academic honesty is expected of all students. It is the ethical behavior that includes producing their own work and not representing others' work as their own, either by plagiarism, by cheating, or by helping others to do so. While JCC encourages students to collaborate in study groups, work teams, and with lab partners, each student should take responsibility for accurately representing his/her own contribution. Plagiarism is the failure to give credit for the use of material from outside sources. Cheating means obtaining answers/material from an outside source without authorization. Faculty members who suspect a student of academic dishonesty may penalize the student by taking appropriate action up to and including lowering the final grade by .5 and assigning a failing grade for the paper, project, report, exam, or the course itself. Instructors will document instances of academic dishonesty in writing to the Dean of Faculty. In the event of a student dispute, both student(s) and faculty should follow the Conflict Resolution Policy. This policy is presented in Student Rights & Responsibilities (handbook) and the faculty Master Agreement.

Copyright Guidelines

Feel free to visit a Web site of interest, but **do not upload any copyrighted material in JetNet** — anything from an article to a cartoon—without the permission of the copyright owner. **YOU MUST CREDIT THE AUTHOR OR ARTIST AT ALL TIMES.**

Consequences/Procedures

Faculty members who suspect a student of academic dishonesty may penalize the student by taking appropriate action up to and including assigning a failing grade for the paper, project, report, exam, or the course itself. Instructors should document instances of academic dishonesty in writing to the dean of faculty. Anyone caught cheating on an assignment or exam will receive a zero for that project. If caught cheating more than once, the student will receive a zero for the class.

Student Appeal Process

In the event of a dispute, both students and faculty should follow the Conflict Resolution Policy. This policy is represented in Student Rights and Responsibilities (student handbook) and the Master Agreement.

ESSENTIAL COMPETENCIES

The Jackson Community College Board of Trustees has developed a list of essential skills which all of its degree graduates will enhance during their college experience. The Board has said: JCC's goal is to prepare students to live productive and meaningful lives. Implicit in this goal are efforts to prepare students to: (a) live and work in the twenty-first century, (b) be employed in situations which will require retraining several times during a productive life, and (c) function in a rapidly changing informational society. The highest priority skills include, among others:

- EC 1 Think Critically and act responsibly.
- EC 2 Work productively with others, recognizing individual contributions to group success.
- EC 3 Exhibit technological literacy.

Caveat

There may be things that would require revisions to the syllabus or calendar. For example, severe weather, causing cancellation of classes or instructor illness causing changes in the calendar. Other events may affect the course calendar including typing errors or a due date that must be changed. In any case, the entire class will be notified of any changes to the syllabus or calendar.