

**PIKES PEAK COMMUNITY COLLEGE
DIVISION OF COMMUNICATIONS, HUMANITIES AND TECHNICAL STUDIES
COURSE SYLLABUS**

Course ID: MGD 221

Course Title: Computer Graphics I

Term: Fall 2015

Credit Hours: 3

Contact Hours: 67.5

Faculty Information: **Name:** Peter Strand
 E-Mail Address: Peter.strand@ppcc.edu
 Office Location Campus: CC **Room:** F-300
 Office Phone #: 719-502-3730

Division Office Contact Phone: 540-7696 (Main office: F-300, at the Centennial Campus).

Course Description:

Introduces the process of generating computer design. Also extends advanced software techniques, integrates industry standard programs to fulfill design and marketing requirements. Integrates design into marketing techniques to achieve maximum impact. Integrates portfolio building within a simulated work environment

Course Materials:

- **Textbooks:** *FROM DESIGN INTO PRINT: PREPARING GRAPHICS AND TEXT FOR PROFESSIONAL PRINTING* – COHEN ISBN: 9780321492203

Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability, 3rd Edition By Steve Krug – ISBN: 978-0-321-96551-6
- External thumbdrives or cloud storage. **Indispensable cross-platform storage devices and file transfer speeds. Cloud storage will work if transfer allowed without login**
- **Pikes Peak Library Card for free Lynda subscription (<http://ppld.org>)**
- **Reliable access to the internet.**

Communication:

All course communication will be sent to your student email. Please check your email daily!

Course Websites

<http://psdp3.com/mgd221>

Dedicated class website for handouts, lecture notes, supplemental materials and media for class projects are posted. Print and/or download any materials there, and feel free to use in your professional career. All lecture units and assets are linked to PPCCOnline.

PPCCOnline:

Handouts, lecture notes, supplemental materials and media for class projects are posted on the D2L Web site, <http://online.ppcc.edu>. Print and/or download any materials there, and feel free to use in your professional career.

STANDARD COMPETENCIES:

- I. Use a variety of software and processes to generate computer graphics. (I)
- II. Demonstrate a basic knowledge of vocabulary, materials, and technology used in designing computer art. (II)
- III. Identify and apply the visual elements to computer-aided art problems. (III)
- IV. Compose computer art that demonstrates a basic knowledge of computer design principles and processes. (IV)
- V. Utilize computer technology to generate designs that emphasis self-expression and creativity. (V)
- VI. Assemble and assess a presentation of your work that demonstrates professionalism. (V) Demonstrate usage of design principles (XI) (XII)

Course Outline:

CCCS Course Outline	
General Knowledge and Skills	
<p>Topical Outline Outline View:</p> <ul style="list-style-type: none"> 1. Media and Processes <ul style="list-style-type: none"> 1. Traditional approaches to computer media and processes 2. Experimental computer media and processes 2. Media Specific Skills <ul style="list-style-type: none"> 1. File management 2. Software applications 3. Imaging Technology 4. Vector and Bitmap applications 5. Presentation Approaches and Options 	<ul style="list-style-type: none"> 1. Visual Elements <ul style="list-style-type: none"> 1. Line 2. Shape 3. Value 4. Texture 5. Color
Course Objectives: <i>“At the conclusion of this course, the student will:”</i>	

Basic Industry Skills	Sources for Self Sufficiency
<ul style="list-style-type: none"> ▪ Become accustomed to logging time ▪ Improve oral and written communication with the client and team members ▪ Learn and practice effective teamwork ▪ Write a comprehensive contract that covers both client and designer ▪ Cultivate problem solving and critical thinking <p>Understand and practice storytelling to communicate client's message</p>	<ul style="list-style-type: none"> ▪ Identify sources for continuous self-learning ▪ Identify sources for design trends ▪ Understand and use Content Management Systems, Advanced pre-print techniques <p>Learn to identify industry needs and career options.</p>
General Design Skills	Software Skills
<ul style="list-style-type: none"> • Program integration and workflow with: <ul style="list-style-type: none"> ○ Typography ○ Graphics ○ Layout • Color theory based on: <ul style="list-style-type: none"> ○ Psychological profile ○ Target Market ○ Schemes • Typography based on: <ul style="list-style-type: none"> ○ Typeface classifications ○ Information Hierarchy ○ Typeface Mixing • Content Layout <ul style="list-style-type: none"> ○ Long Documents ○ Master pages ○ Setting Styles • Specialty Printing <ul style="list-style-type: none"> ○ Die cuts ○ Embossing ○ Foil stamping • Information Hierarchy <ul style="list-style-type: none"> ○ Google Analytics ○ UX Design • Design Process • Record design choices and report critical decisions 	<ul style="list-style-type: none"> • Photoshop • Illustrator • Indesign • Wordpress • Email blasts • Time tracker • Flash • Edge Animate • After Effects • Adobe Media Encoder
	Design Pieces
	<ul style="list-style-type: none"> • Logo • Business Card • Letter Head • Business Set • Poster • Brochure • Multi-page report • Mailer/Postcard • Coupon • Website • Email • Large Format

WRITING CENTER:

Pikes Peak Community College offers students personal instruction in the areas of critical thinking, critical reading, English as a Second Language, and effective writing at our three campus locations. We offer one-to-one conferencing, online tutoring, and computer assisted instruction for students enrolled in any course, not just English Composition. Please drop-in (or call) to make an appointment (Centennial Campus, room A-311, 540-7769; The Downtown Studio, room DT-215, 540-2503; or at Rampart, N-202, 538-5521). You may also e-mail the centers at owl@ppcc.edu. And please do check us out on the world wide web at www.ppcc.edu/StudentServices/WritingCenter.

Attendance:

Attendance will be taken at each class; students are expected to be on time.

- Attendance, punctuality, and professionalism/courtesy are important in business (and in life), and thus will play a part in your assessment. *Each class time that you are missing or late may result in 5 points off of your final grade.* If you are absent or late due to an emergency, you must leave me a message at 5740794 immediately. *More than four unexcused absences will result in automatic failure.*
- Class participation makes up 30% of your grade. You must come to class with assignments/projects completed and questions ready. Prior knowledge or experience with the software does not exempt you from tutorials/in class exercises. If you have mastered the skill, help your classmates.
- The lecture portions of the class require your undivided attention. While the classroom computers are connected to the Internet, *each instance of surfing the Internet rather than being attentive and involved in will result in 5 points off of your final grade* (i.e. it will be treated as an unexcused absence.)
- Withdrawals: Drop with a refund is possible during the first 15 percent of the term. You may also initiate an official withdrawal through 80 percent of the term resulting in a grade of "W." A "W" grade has no credit and is not computed in the GPA. If you simply stop attending without officially withdrawing, a grade based on the total points earned will be assigned to you at the end of the term as per the grading policy listed in the syllabus. This will usually result in an "F" grade on your grade report and may not be changed to a "W" once it is issued. Consult a current class schedule for the last date to withdraw. Important Note: *Withdrawal for any reason after the official term "Drop Date" (first 15% of the term; see PPCC Semester Schedule) will result in you forfeiting the Colorado College Opportunity Fund (COF) credit in an amount equal to this course's credit hours.*
- Incomplete: An Incomplete "I" grade will be issued only if you have completed more than 75 percent of the course requirements, and has an emergency that cannot be resolved prior to the end of the semester.

An Incomplete “I” is rarely issued and may pose some risk to your GPA. All remaining work must be satisfactorily completed by the contracted date prior to the end of the next semester or a grade of “F” will be issued for the course.

- **Audit:** You may choose to take this course for audit. Normally, the audit option should be declared at registration; however, you may change their registration from credit to audit up to the current term “Drop Date” (first 15% of the term) published in the PPCC schedule. The request to change to audit must be done on a semester registration form and must receive written recommendation by the CHTS Division Dean and be approved by the Vice President for Educational Services prior to the published “Drop Date.” Once an audit status is approved, the decision is irreversible. Audit grades do not transfer and are not computed in the GPA. Courses taken by audit do not count toward enrolment status for financial aid or veterans’ educational benefits.
- **Important Note:** *Audit courses are not eligible for the Colorado College Opportunity Fund (COF) stipend. Students are responsible for the additional tuition amount per credit hour audited that would normally be covered by COF.*

Academic Standards and Grading: See the current PPCC Catalog (<http://ppcc.edu/app/catalog/current/> and click on the “Academic Standards” link) for important information regarding academic standards and the grading system that applies to this course.)

1. Tests/Quizzes Quizzes – Design concepts, Marketing strategies, software and system techniques	50	Scale A = 600 - 540 B = 539 – 480 C = 479 – 420 D = 419 – 360 F = 359 or less
One main Project (none sections) Five Support Projects	400 150	
2. Participation Attendance Professional courtesy Involvement in critiques	100	
Total Points	600	

Assessment areas for Projects	
Proficiency with design techniques: Typography, layout, color scheme	25%
Design thought process	25%
Adhering to guidelines and completion	25%
Presentation and participation	25%
Grade total	100%

Colorado State Competencies: The requirements in this course meet or exceed the critical thinking, reading, written communication competencies established by the Colorado Commission on Higher Education for guaranteed transfer, general education courses in Communication.

Americans with Disabilities Act (ADA): Any student eligible for and needing academic accommodations because of a disability is requested to speak with the Office of Accommodative Services and Instructional Support (OASIS) (502-3333) (*all students should do this 8 weeks* before every semester*). The following link provides additional information: www.ppcc.edu/oasis.

Students should make an appointment with their instructor during the first week of class and bring the **Disability Services Notification For Faculty** form from OASIS that specifies the accommodation(s) needed for their class. **All arrangements for accommodations must be agreed upon, in writing, and signed by the student, an OASIS Disability Specialist and the instructor** (*unless accommodations are received electronically*). Because accommodations are not retroactive, it's best to obtain accommodations **before** the first week of class.

Also: "It is the student's responsibility to self-advocate for approved accommodations that are not being provided since accommodations cannot be provided retroactively." (As per the PPCC catalog).

Please contact OASIS if you are struggling with a full time course load only to qualify for health insurance benefits, whether or not you have a disability.

***Even if you haven't met these timelines, please still call OASIS for information or an appointment.**

Student Conduct: Review the policies on student conduct in the college catalog (at <http://www.ppcc.edu/CatalogSchedule/CurrentCatalog/> and click on the "Student Conduct" link).

Additional Optional Statements:

- **The Learning Resource Center has many magazines that will help you in this class as well as other Multimedia/Graphic Design classes. Also, local book stores have many excellent magazines, and there are multitudes of Web sites with specialized information about various aspects of Web development. *This field changes so rapidly, you should make it a habit to read magazines and Web content.***
- **DROPPING A COURSE— You may drop courses using the telephone registration system or complete a class adjustment form at any registration location. Instructors or other college staff members are not responsible for dropping you from your classes. Refer to your schedule on drop dates.**
- **WITHDRAWING FROM A COURSE— You can withdraw from a class after the last day to drop courses, through the final date listed. A withdrawal is indicated as a "W" on your transcript, and you must still pay for the class. If you do not withdraw by the deadline, your instructor will assign you whatever grade you have earned. Instructors or other college staff members are not responsible for withdrawing you from your classes. Refer to your schedule on withdrawal dates.**
- **TUTORING—Please see me if you are interested in extra help with this class.**

Class Schedule

Note: schedule subject to change – Check with your instructor!

Week	Date	Subject	Assignment
1	Aug 25	Introduction to course Design Components	Contract
	Aug 27	Software over-view Photoshop-Illustrator-Indesign Banner Graphic	Watch video: Photoshop Bad Habits You're Probably Doing Read Section II Print
2	Sept 1	Advanced Photoshop selection Hair selection tutorial Dance Poster Assignment	Watch video: Photoshop Advanced Hair selection
	Sept 3	Fonts in Photoshop vs Illustrator Appropriate print output Work on Dance poster	Find good examples of design
Sept 8 Labor Day – no classes			
Sept 9 DROP DEADLINE			
3	Sept 10	Present Dance Posters Typography Typography Assignment	Sign up and research Time Tracker Watch Typography Video
4	Sept 15	Present Good examples of design Recording Workflow Contracts Marketing Campaigns	Job interview question Read Section I Print
	Sept 17	Color Concepts MC Logos	Read: Color psychology Color Scheme for your website Read Section III Print
5	Sept 22	Job interview presentation MC Business Set	Die cut video tutorial
	Sept 24	Die cuts Studio –record your time	Read Section V Print
6	Sept 29	Envelopes and Mailers USPS guidelines Postcard	Online reading for mailers
	Oct 1	Specialty printing – foil stamping and embossing,	Reading
7	Oct 6	Brochure MC Brochure	Reading unique folds
	Oct 8	Studio –record your time	Study for exam

8	Oct 13	Exam Studio –record your time	
	Oct 15	Critique Business Sets Mailers Brochures	
9	Oct 20	Email blasts MC Email blast	Mail Chimp/Constant contact tutorial
	Oct 22	Web based coupon MC Coupon	
10	Oct 27	Web for Desktop, Mobile and tablets	
	Oct 29	Introduction to Content Management Systems	Sign up with Wordpress.com
11	Nov 3	Content is King Google Analytics	Read about UX design Read about Google Analytics
	Nov 5	Assign teams – UX design Site maps Wire Frames	
12	Nov 10	Wordpress Tutorials Search for MC Theme	Wordpress vidoes
	Nov 12	Integrating Content into themes	Reading – Don't Make me Think
13	Nov 17	Compositions	Reading – Don't Make me Think
	Nov 19	Studio –record your time	Reading – Don't Make me Think
Nov 20 - Last day to withdraw			
14	Nov 24	Studio –record your time	
Nov 26 Thanksgiving – no classes			
15	Dec 1	Critique Websites	
	Dec 3	Large Format project MC Billboard	
16	Dec 8	MC Banner	
	Dec 10	Final Critiques	Don't kill the instructor!

Bold Items are activities that contribute to your grade

Peter trusts you, but for Computer Graphics I:

I, _____, have been fully briefed on the requirements of this course. I understand that:

- Grades are both subjective and objective. My grade depends as much on effort and participation as on actual test scores.
- I must inform my instructor ahead of time of any unavoidable absences, and contact him by cell phone or email through the school email system in the event of emergencies. An excused absence is where I have let my instructor know ahead of time that I would be gone, and he has approved the reason. **Every two unexcused absence will result in a drop in a letter grade**
- I must pay attention during lectures and not surf the Web. Each instance of surfing the Internet rather than being attentive and involved in will result in 2 points off my final grade.
- If I am eligible for and need academic accommodations because of a disability, I must contact the OASIS office (502-3333), schedule an appointment, and provide the form for my instructor to sign in order to obtain an accommodation.
- I must enroll in the College Opportunity Fund to qualify for instate Tuition subsidy. If I don't enroll in the COF, I will pay up to \$80 per credit hour more than if I do enroll.

_____ Date _____