

# COMM 3303 - Communication Graphics

## Instructor

**Dr. Brian Horton, Assistant Professor of Communication.**

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## “Office Hours”

My office hours are from 12:00 to 1:00 Monday and Wednesday or by appointment.

I encourage all of you to stop by my office at least once during the semester. This is a great chance for me to learn more about your learning objectives for the course and give me insight about how I can best help you succeed and excel in the course.

## Classroom Information

Our class is located in the Fine Arts Building, Room 404 (the Mac lab). Many classes use this lab. Please be a good steward of the room and throw away all of your trash.

## Prerequisites

COMM 2315 and 60 hours earned.

## Overview

In this class, you will be taught a set of conceptual and technological tools, with the end goal of creating visual communication products that effectively communicate a message and resonate with the intended audience.

## Course Topics

History, current practices, principles, and trends related to the following:

- Developing a visual identity (logo design and branding)
- Layout
- Typography
- Digital imaging workflows
- Scanning techniques
- Prepress and production

## Course Objectives

- Learn and apply design principles and elements
- Learn and practice the entire design process, from concept to output
- Learn and practice principles of typography
- Learn and practice typical layout patterns
- Successfully integrate type, image, and supporting graphic elements
- Master the technical requirements for various communication products

## Attendance

Attendance will be taken each class, each hour. If you are **late 15 or more minutes**, you will be counted as absent for that day. Likewise, if you leave **15 or more minutes from the end of class**, you will be counted as absent.

After two unexcused absences, your final grade will be lowered by one letter grade. In a Wintersession Class, each day is equivalent to 2.5 weeks of classes. Missing 1 hour of class is equivalent to 1 absence.

In order for an absence to be excused, you must present me official documentation, clearly stating that you were physically unable to come to class. The documentation must be on an official letterhead, legible, and have contact information. Only medical emergencies or events of an **extreme nature** will be considered excused.

The student remains responsible for any material covered or assignments missed due to absence. Assigned work missed due to an unexcused absence cannot be made up. Assigned work missed due to an excused absence must be made up within one week of the absence.

## Participation

Participation is expected and required. Participation includes being prepared in class, making efficient use of class time, putting the necessary amount of time and effort into research and project development outside of class and other behavior that demonstrates a proactive approach to learning.

# COMM 3303 - Communication Graphics

## Overall Grade Value

- Creative Exercises: 20%
- Brand Identity Materials: 40%
- Exams: 20%
- Brand Identity Kit: 15%
- Participation: 5%

Once the aggregate grade for the semester is determined, absences are applied and a final grade is determined for the course and semester.

## Performance Evaluations

I grade according to performance, not ability. Performance will be assessed using the following scale:

- » **A** - work well above the general class level, evidence of participation in related activities outside the classroom, thoughtful participation in classroom discussion and critique.
- » **B** - work above the general class level, participation in classroom discussion and critique.
- » **C** - average work, minimal requirements met.
- » **D** - work below class average, lack of participation and/or poor attendance
- » **F** - inferior work, work not turned in, failure to attend class.

## Individual Assignment Grading Policy

Each student's work will be graded in four areas based on the assignment. The areas include Concept/Idea, Layout/Design, Craftmanship, and Presentation. Generally, concepts, ideas, layout and design will be given greater weight in the overall total than craftmanship or presentation.

**Concept/Idea (40%)** refers to the basic thought underlying the overall design. Is it an appropriate solution based on the problem presented? Does the solution show originality? Does the idea push the boundaries of visual connection, typographically & visually, or is it simply ordinary?

**Layout/Design (30%)** is what the actual design looks like visually, Is the design balanced? Does it have a point of emphasis? Is it easy to read and understand? Does the design possess unity? Are the elements in proportion to one another? What about the use of color? Alignment? Repetition? Contrast? Proximity? This area is about the choices a designer makes, which affect the overall look and feel of the design.

**Craftmanship (20%)**. Craft is important in all types of work, but especially in the visual arts. Craft is not only about how well a piece is finished, but also about how the software and tools are used to create and craft the overall design.

**Presentation (10%)**, for the purposes of the assignments given, is about how well the student follows the physical criteria outlines in the assignment sheet. Is the design centered? Does it follow the instructions about the orientation of the page? Was it output correctly? Is the student's name in the correct font?

## Materials

To be successful in class, certain materials are necessary for creation and development of graphics.

- Layout pad, 9" x 12" or 14" x 17" » Black Sharpie markers
- USB Drive or other external media

Art supplies are available in the UT Arlington Bookstore and at Asel Art Supply, 827 Oram, Arlington, 817-274-8282. Store hours are Mon. thru Fri., 8:30-6:00, Sat. 9:00 - 5:00.

## Drop Policy

Census Date for classes is **December 18th**.

Undergraduate students may drop this class and receive an automatic "W" for "withdrawn" up until the end of **January 3rd**.

After January 3rd, a student may not drop the course and will be assigned a grade based on their class performance.

# COMM 3303 - Communication Graphics

## **Children in the Classroom**

Under no circumstances are children, pets, and/or unauthorized personnel allowed in the classroom at anytime.

## **Student Disabilities & ADA**

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 - The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability). Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

## **Academic Integrity**

It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely

unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents' Rules and Regulations, Series 50101, Section 2.2)

## **Student Support Services**

The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

## **Bomb Threats**

If anyone is tempted to call in a bomb threat, be aware that UT Arlington will attempt to trace the phone call and prosecute all responsible parties. Every effort will be made to avoid cancellation of presentations/ tests caused by bomb threats. Unannounced alternate sites

will be available for these classes. Your instructor will make you aware of alternate class sites in the event that your classroom is not available.

## **Expectations for Out-of-Class Study**

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 1.5 - 2 hours per class session of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, watching lectures, etc.

## **Student Feedback Survey**

At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

## **Emergency Exit Procedures**

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located by turning left, take the stairs down to the first

# COMM 3303 - Communication Graphics

floor. When on the first floor, you should follow the directions to exit the building. The exit is located to the left.

When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

## **Course Schedule**

Module 1: Brand Identity (Week 1)

Module 2: Logo Design (Week 1)

Module 3: Business Cards (Week 1, Week 2)

Module 4: Letterheads and Envelopes (Week 2)

Module 5: Newsletters (Week 2)

Module 6: Promotional Items (Week 2)

# COMM 3303 - Communication Graphics

## Signature of Agreement

I have read the syllabus in its entirety. Furthermore, I agree to all of the rules and regulations contained in this syllabus, which include but are not limited to the attendance policy, the participation policy, and the academic integrity clause.

**Name:** \_\_\_\_\_ **(please print)**

**Signature:** \_\_\_\_\_ **(please sign)**

**Date:** \_\_\_\_\_