

Angelina College
Fine Arts Division
ARTC 1192 Special Topics in Design and Visual Communications
Instructional Syllabus Fall 2016

I. BASIC COURSE INFORMATION:

- A. COURSE DESCRIPTION:** Topics address recently identified current events, skills, knowledge, and/or attitudes and behaviors pertinent to the technology or occupation (of graphic arts) and relevant to the professional development of the student.

In our class at Angelina College we will use the application of principles of journalism and graphic arts in the production of the student publications. Skills involved include news reporting and feature writing layout, typography, editing, and publication design on Macintosh desktop computers using Adobe InDesign Creative Suite CC. One hour for graphic arts majors. **Two lab hours each week; however, students on the staff of the student publications spend approximately eight hours in the Publication Lab each week working on the publications.** Students will receive one hour of credit when they successfully complete the course.

- B. INTENDED AUDIENCE:** Graphic arts majors and degree. A working knowledge of and an interest in some aspect of journalism (writing, editing, photography or layout) are prerequisites for this course along with a basic journalism or graphic arts course such as Photography I or Editing and Layout. The faculty advisers consider each student's abilities and interests before assigning him or her to work on the publications. While working on the student publications' staff, students learn the importance of teamwork and of meeting deadlines. Graphic art majors can learn how publications are produced, a skill that can be valuable for anyone who works on newsletters, magazines, flyers or with the media in business endeavors involving media contact (advertising, public relations, marketing, etc.).

- C. INSTRUCTORS:** Jan Anderson-Paxson and Libby Stapleton
Office Location: Hudgins Hall / Paxson – Room 102A and Stapleton – Room 102D
Office Hours: Paxson – Mondays and Wednesdays 9:30-11 a.m.
Friday afternoons by appointment
Stapleton – Mondays and Wednesdays 1-4 p.m.
Fridays 9 a.m.-4 p.m. by appointment
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II. INTENDED STUDENT OUTCOMES:

- A. Core Objectives for this course –**
- 1. Critical Thinking** – to include creative thinking, innovation, inquiry, analysis, evaluation and synthesis of information
 - 2. Communication** – to include effective development, interpretation and expression of ideas Through written, oral and visual communication
 - 3. Teamwork** – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.

End-of-Course Outcomes: Learning outcomes/objectives are determined by local occupational need and business and industry trends.

- B. Course Objectives for all sections –**
- 1.** To give graphic arts majors and non-majors practical experience in publishing a newspaper and/or a magazine
 - 2.** To use Macintosh computers to develop basic skills in journalistic writing, editing and layout of newspapers and/or a magazine

3. To give student reporters and editors practice in following Associated Press style rules.
4. To give staff members an opportunity to compete with other colleges and universities around the state and learn about their newspaper staffs.
5. To give staff members an opportunity to work as a team to decide on stories and to lay out the newspaper and/or magazine. Each student is dependent on other staff members in the overall publication production process. Everyone on staff contributes to the process.

III. ASSESSMENT MEASURES OF STUDENT LEARNING OUTCOMES:

- A. Since the course is practical experience in working on a newspaper and/or magazine staff, no tests will be given in this class; however, each student is graded on his/her performance. Timely completion of all assignments as well as attendance will be considered as part of the final grade. At the end of the semester, **EACH STUDENT MUST TURN IN A STRINGBOOK (PORTFOLIO) OF HIS/HER WORK DURING THE SEMESTER.**
- B. Publication students have an opportunity to compete with students from Texas colleges and universities in the Texas Intercollegiate Press Association and Texas Community College Journalism Association contests.

IV. INSTRUCTIONAL PROCEDURES:

The instructors will guide the students in producing six newspapers during each regular semester and one magazine during the spring semester. Teamwork is stressed.

V. COURSE REQUIREMENTS AND POLICIES:

- A. **Required textbooks, materials and equipment** – No textbook or other equipment or materials is required for this practical experience course.
- B. **Assignments** – Students choose and/or receive individual assignments for each publication and must meet their deadlines. Each assignment is different because the students' work is published in the two college publications. Students have an opportunity to interact in the planning process of the publications.
- C. **Course Policies** – (This course conforms to the policies of Angelina College as stated in the *Angelina College Handbook*.)
- D.
 1. **Academic Assistance** – If you have a disability (as cited in Section 504 of the Rehabilitation Act of 1973 or Title II of the Americans with Disabilities Act of 1990) that may affect your participation in this class, you should see Sellestine Hunt Associate Dean of Student Services, Student Center, Room 200. At a post-secondary institution, you must self-identify as a person with a disability; Ms. Hunt will assist you with the necessary information to do so. To report any complaints of discrimination related to disability, you should contact Mr. Steve Hudman, Dean of Student Affairs, in Student Center, Room 101, (936) 633-5292 or by email shudman@angelina.edu.
 2. **Attendance** – The production of the student publications depends on all students working together as a team every class day; therefore, attendance is mandatory unless you have informed one of the instructors about your absence in advance. Students are expected to attend all classes and be on time. If you have three consecutive absences or four cumulative absences from the practicum, you will be dropped from the course.
 3. **Cell Phones** – **PLEASE TURN OFF ALL CELL PHONES DURING CLASS TIME TO BE ABLE TO CONCENTRATE ON THE PUBLICATIONS.** It is distracting to everyone when a cell phone rings or makes any kind of noise.

VI. COURSE CONTENT:

All work is practical experience working on the student publications. Students choose or receive individual assignments for each publication and must meet their deadlines.

VII. EVALUATION AND GRADING:

Students are evaluated and given a grade of A through F on their performance in the specific tasks they were assigned as part of the publication of the student newspaper and/or magazine as accumulated in the stringbook (portfolio).

The instructors try to make the practicum experience as close to a professional publication experience as possible. They also take advantage of teachable moments whenever they arise and discuss related examples from professional media.

VIII. SYLLABUS MODIFICATION:

The instructor may modify the provisions of the syllabus to meet individual class needs by informing the class in advance as to the changes being made.

PUBLICATIONS CALENDAR:

The Pacer newspaper – Publication dates for the spring 2016 semester are Sept. 20, Oct. 4, Oct. 18, Nov. 1, Nov. 15, and Dec. 6.

AC View magazine – Publication deadline is the last class day before Spring Break each year with the magazine being mailed around the first of April to current students and everyone on the current newspaper mailing list (including Board of Trustees members), and it is delivered to each division for that division's faculty members.