

III. ASSESSMENT MEASURES:

A. **Assessments for the Core Objectives –**

1. **Critical Thinking:** Since the design projects completed in the lab are built upon what students have learned in the reading, lectures and extra support assignments, they will be analyzing the best way to design the projects based on the design principles and other knowledge they have already gained; therefore, the layout of the magazine pages will be used to assess critical thinking.
2. **Communication –** Students will write in MLA format one report on a design period or significant person or society in the history of design.
3. **Personal Responsibility –** Students must be able to apply the learned techniques to make personal choices in how they will design their projects without plagiarizing someone else's work. The magazine design project will be used to assess personal responsibility.

B. **Assessments for Course Learning Outcomes –**

1. Students will be given two major tests and ten daily quizzes during the semester covering the designated chapters, lectures and extra support materials. Also, they will be asked to apply the knowledge from the reading assignments to the design projects completed during the semester.
2. Students must write a report and present it orally to the class on a period, person or society in the history of visual design.
3. Students will be given some design projects during the semester for which they will choose the typefaces to use.
4. Students will apply the basic principles of design to every design project they complete in class.
5. Students will use InDesign Creative Suite on Macintosh computers to complete seven design projects during the semester.
6. During the semester, students will complete 10 projects in which they will use the techniques learned from the reading, extra support material and lectures.

IV. INSTRUCTIONAL PROCEDURES:

Methodologies that may be utilized in presenting course content include but are not limited to in-class lectures and/or PowerPoint presentations, hands-on computer layout projects, written researched paper by students, class demonstrations and visual aids.

V. COURSE REQUIREMENTS AND POLICIES:

A. **Required textbooks and recommended materials and equipment –** The textbook for this course is titled *Graphic Communications Today* (Fourth Edition) by William Ryan and Theodore E. Conover. Students will read chapters 1-3, 5, 7, 9, 11, 12, 14, 15. Also, a supplemental text is titled *The Mac is Not a Typewriter* by Robin Williams. Students will also need a jump (flash or travel) drive with at least 4GB of memory on which to keep their projects. **The flash drive must be brought to every class.**

B. **Assignments –** Students are responsible for reading all assigned chapters in the textbook and for studying for the two major tests during the semester. Also, students will have one written report to complete and 10 exercises and hands-on design projects to complete during the semester. (*See Course Schedule for more detail*)

C. **Course Policies – (This course conforms to the policies of Angelina College as stated in the *Angelina College Handbook*.)**

1. **Educational Accommodations** – 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 may fill out the Educational Accommodations application within your AC Portal under the “Student Services” tab. A Student Success team member will contact you once the application is received. At a post-secondary institution, you must self-identify as a person with a disability in order to receive services. For questions regarding the application process, you can visit the Office of Student Success and Inclusion in the Student Center (Room 200) or text 936-463-8078 or email access@angelina.edu.

Angelina College admits students without regard to race, color, religion, national origin, sex, disability, or age. To report any complaints of discrimination related to disability, contact the Mr. Steve Hudman, dean of Student Affairs, Room 104 in the Administration Building or call 936-633-5292 or by email shudman@angelina.edu.

2. **Attendance and Tardiness** – Excessive absences are defined as three or more consecutive absences or four or more cumulative absences from regularly scheduled class periods. Virtual classes must document equivalent participation. The summer terms call for two or more consecutive or three or more cumulative absences. A three-hour night class counts as two class periods.

Excused Absences – Students will not be dropped and will be allowed to make up work for absences because of (1) College District (including early college high school) authorized and sponsored activities and (2) religious holy days. It is the student’s responsibility to arrange for make-up work with the instructor and to complete it within a reasonable time. In accordance with the Texas Education Code, each student is allowed to be absent from a class for the observance of a religious holy day. A “religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code. The student must notify the instructor of each class of the anticipated absence no later than the 15th calendar day after the first day of the semester. A student who is excused under this section must complete all assignments or missed examinations at the direction of the instructor.

ATTENDANCE IS CRITICAL TO SUCCESS IN THIS COURSE!!

Students will fall behind on completing the projects if they do not attend class or if they are late to class. If they have three consecutive absences or four random absences, they will be dropped from the class. **Students will not be allowed to re-enter the class.** If they have three random absences in the class, their final grade may be lowered by one grade. Three times of being tardy to class will equal one absence.

3. **Leaving class during class time** – If students need a quick bathroom break, they should feel free to leave the class at any time. However, leaving class early for any other reason is rude and disruptive to the teacher and fellow students. If it is imperative that a student leave class early, he or she should get permission before the class starts; otherwise, he or she will be counted absent.
4. **Cell Phones – PLEASE TURN OFF CELL PHONES DURING CLASS TIME FOR ALL CLASS MEMBERS TO BE ABLE TO CONCENTRATE ON THE COURSE AND THE PROJECTS.** When a cell phone rings, it disturbs everyone in the class. **If students are caught texting during class, they are**

**COMM 2305 – Editing and Layout
GRADING SYSTEM**

Quizzes from lectures and reading assignments

10 @ 10 points each = 100 points

Written Report

1 @ 100 points = 100 points

Exercises and hands-on projects

Typeface exercise = 10 points

Booklet cover design project = 20 points

Résumé = 30 points

The Mac is Not a Typewriter questions = 10 points

Logo and business card design project = 40 points

AP style Worksheet = 20 points

Editing/Placing exercise = 30 points

Magazine layout = 60 points

Newsletter project = 100 points

Brochure for communication/journalism department = 80 points

TOTAL = 400 points

Examinations

Mid-term exam = 100 points

Final exam = 100 points

TOTAL = 200 points

TOTAL FOR COURSE = 800 points