

# Introduction to Digital Graphic Design Syllabus - Fall 2017

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## Course Description

Introduction to Digital Graphic Design is intended for beginning students interested in learning how to create and edit well designed graphics for professional use. Topics include fundamental 2D layout principles, developing vector and pixel based images for print and web, color theory, typography, graphic file formats and resolution. Weekly assignments keep you on track; 24/7 access gives you the flexibility to work at your own pace between deadlines. The course fee includes course access for the duration of the session.

## Entry Requirements

### Skills

Basic computer literacy which include:

- navigating an operating system (launching software, managing system settings)
- the ability to organize files and folders in a computer directory
- the ability to download install software
- access the internet and navigate using URLs, search engines and links
- the ability to use online communication tools such as email, chat, discussion boards, and social media
- the ability to send a and receive email messages and attachments

### Hardware

Administrative access to a functional laptop or desktop computer manufactured within the past 5 years. Students will not be able to complete the course on a tablet. A reliable internet connection is needed as well.

### Minimum Software

Adobe Illustrator and Photoshop. The course videos were recorded using Creative Suite 6 versions, however earlier versions will suffice. We recommend Adobe Creative Cloud or later.

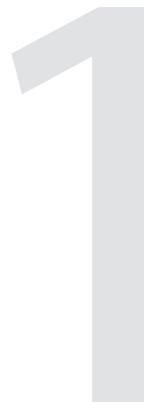
### Time

Plan on allotting between 3 to 6 hours a week on course work, depending on your computer skill level. Students must be able to meet assignment deadlines in order to stay on track and complete the course prior to it's conclusion. There are an assignment and quiz due weekly on Fridays.

## Course Objectives

Upon successful completion of this course students will be able to:

- utilize valuable graphic design tool sets provided in industry-standard software to develop and edit bitmap and vector graphics
- apply 2-D design principles, including color theory, typography, and layout when creating and editing digital graphics
- effectively communicate an idea, theory, using vector graphics
- edit digital photographs to document an event, communicate an idea, or make a statement
- combine vector and bitmap graphics to produce a collage
- share and distribute digital graphics online utilizing proper formats and software tools
- present digital graphics for print production utilizing desktop publishing software
- create digital graphics to compliment web page design, or as a web page design
- critique digital graphic designs utilizing established 2-D design principles, and providing constructive suggestions



## Online Delivery

This course uses online instructional methods only. All students are provided with detailed video tutorials that teach the skills required on course assignments.

## Course Materials

This course requires no textbook. Lessons are provided online by the instructor at the link below and through other free online resources.

### Required Hardware

- You may use a Mac, or Windows PCs for course work
- You may not use a tablet running a mobile operating system (iOS or Android)

### Required Software

- Adobe Illustrator, Adobe Photoshop (FSU does not provide you with the software)
- Microsoft Word (or any text editor)

## Course Resources

This course uses several online resources:

### Student Course Portal - <http://courses.learningforlife.fsu.edu>

- find links to all course resources
- access the syllabus and calendar
- submit assignments for grading
- view your grades
- take quizzes and exams

### Course Lessons Website - <http://digitalgraphics.learningforlife.fsu.edu/>

- Access all of your lessons and assignments here

### Course calendar - <http://tinyurl.com/zn8goew>

- Assignment dues dates, quiz & exam dates, and deadlines

### Google+ Community - <http://tinyurl.com/yav5xzvg>

- Interact with other students, the instructor through text or chat, critique course work and earn weekly participation points

## Grading

The class is structured on a 1000 point scale. To gain the most proficiency in the course material, it is essential for the student to actively participate in class discussions and post to the online learning community. Online students earn participation/attendance grades by regular communications via email and utilizing the learning community to post questions and critique student work. This is a vital part of success in this class. Part of the learning experience is to receive feedback from fellow classmates and the instructor to improve your work. From experience, students who participate more in these discussions get more from the course.

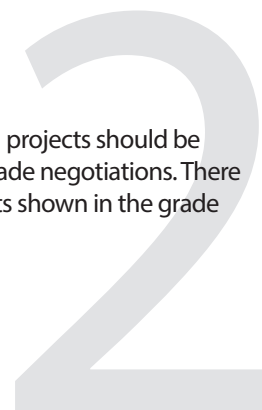
**12 Assignments @ 50 points each: 600 points**

**12 Quizzes @ 10 points each: 120 points**

**1 Final Exam: 180 points**

**Participation: 100 points**

Students should check grades frequently throughout the course. Any issues with grades on assignments and projects should be addressed when the grades are posted, not at the end of the course. The instructor does not participate in grade negotiations. There are no options for earning points outside the established coursework and due date structure. Your total points shown in the grade book map directly to a letter grade found on the next page.



900-909 A-	910-1,000 A	
800-809 B-	810-879 B	880-899 B+
700-709 C-	710-779 C	780-799 C+
600-609 D-	610-679 D	680-699 D+
	000-599 F	

**You must obtain a grade of C- (700 points) or better in order to receive a Certificate of Completion. Your certificate will be available for download in the Learning for Life student portal.**

Meeting deadlines and time management are skills which will be invaluable to you in your working careers. Students should be engaged and check the weekly to do lists. All assignments are due on dates listed for each project or exercise. All assignments are expected to be submitted on time. If you expect an "A" in the class, turn your projects in on time. I may make allowances for extenuating circumstances which must be approved by the instructor 48 hours PRIOR to the deadline date.

## Course Lessons and Organization

The course is organized into 12 lesson assignments and corresponding quizzes. The first half of the class will be in Illustrator; the second half in Photoshop. There will also be 1 final exam based on the quiz questions.

Each lesson includes:

- a primary lesson objective topic which is skills-based and taught via video tutorials
- assignments which will show comprehension of these topics and skills for grading
- an online learning community which serves as a resource for communication and critique of work in progress
- a mini lesson that shows a quick and easy skill or resource
- a quiz which covers the main topics in the lesson

[View full course outline here.](#)

## Your Instructor

Ron Fowler, Adjunct Instructor at FSU.

In his position as an adjunct instructor, Ron is responsible for developing and teaching digital graphic design courses in both the classroom and online courses. He is a full time graphic designer with over 30 years of experience in graphic design, photography, animation, and web development.

## Course Procedures

### Assignments

Some tips for succeeding in the course:

- Students should budget roughly 3-6 hours a week for course work.
- Do not skip any assignments. One assignment often picks up from where the last one left off.
- Follow assignment due dates provided on the course calendar.
- Begin assignment work before the posted due date allowing time for unexpected complications.
- Assistance may be hard to find the evening an assignment is due.
- Falling behind is the number one cause of failure in this class.

### Assignment Submission

Each lesson has one or more deliverables that typically includes an assignment in which you create a file, and usually an activity in the Google+ online community. Students submit deliverables prior to posted due dates via the **Learning for Life** course portal. Note that due dates may change over the course of the semester as the instructor adjusts to student's learning pace. Check the online calendar each week to stay on track.

When submitting assignments, keep in mind that:

- Assignments are due by the end of the due date listed on the weekly assignment page.
- Specifics for what to submit is provided on each assignment as well as a checklist to make sure you've completed all assignment work.
- Instructor will work to grade assignments within a week after the due date.
- Students are responsible for checking their grades weekly and informing the instructor immediately if a problem arises.

### Quizzes and exams

- There are 12 quizzes and 1 final exam. The final exam will be taken at the end of the course. All will be completed via the **Learning for Life** portal online.
- Quizzes should be taken at the conclusion of the related lesson, and may be taken as many times as the student likes with the score for the best attempt being stored as the official grade.
- Students may print out the quizzes to assist them in studying for the exams.
- Exams are created using questions similar to those provided in the quizzes.
- Quiz dates are listed on the class calendar. Each quiz takes approximately 20 minutes.
- Exam dates are listed on the class calendar. The exam takes approximately 40 minutes.

### Participation

- 100 points or 10% of your grade is based on participation.
- Students earn participation points by completing the weekly participation assignments listed in the lessons and posting to the online community

### Getting Help

- Online assistance is available to students from classmates, and the instructor.
- Email the instructor: [rfowler@fsu.edu](mailto:rfowler@fsu.edu)

## Course Policies

### Communication

Students are responsible for checking their email on a daily basis (Mon - Fri). Major course announcements are made through email. You must have a Google account to participate in the online community.

### Final Submission of Assignments

- Be sure to confirm you have met all the requirements for the assignment prior to submitting.
- **The final day for assignment submission and quiz completion is Friday, December 8, 2017.**

### Grade Issues

- Students should keep track of their running grade total in the **Learning for Life** portal. The total points shown in the grade book map directly to a letter grade on the syllabus. There is no need to calculate averages. At the end of the semester, the points you earn are totaled and the total is assigned a letter grade according to the syllabus mapping mentioned above.
- Issues with grades on assignments and tests should be addressed when the grade is assigned and posted, not at the close of the course.
- The instructor does not participate in final grade negotiations. There are no options for earning additional points outside of the established coursework and due date structure.

### Syllabus Change Policy

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice. If the syllabus is altered during the semester, I will inform you and let you know specifically what changed.

