

# COMM 240 Communications Graphics-DEAdd-2016-02-01

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Form Information



The page you originally access is the global template version. To access the template document that progresses through the workflow, please complete the following steps:

**First Step:** ONLY change the text in the [brackets] so it looks like this: **CRIM 101 Intro to Criminology-DEAdd-2015-08-10**

- ***If DUAL LISTED list BOTH courses in the page title***

**Second Step:** Click "SAVE" on bottom right

- ***DO NOT TYPE ANYTHING INTO THE FIRST PAGE OTHER THAN THE TEXT IN BRACKETS***
- ***Please be sure to remove the Brackets while renaming the page***

**Third Step:** Make sure the word ***DRAFT*** is in yellow at the top of the proposal

**Fourth Step:** Click on "**EDIT CONTENTS**" (not EDIT) and start completing the template. When exiting or when done, click "**SAVE**" on bottom right

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*\*Indicates a required field*

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<b>Course Level*</b>	undergraduate-level
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## Distance Education Section

*- Complete this section only if adding Distance Education to a New or Existing Course*

<b>Course Prefix /Number*</b>	COMM 240
<b>Course Title*</b>	Communications Graphics
<b>Type of Proposal*</b>	<i>See CBA, Art. 42.D.1 for Definition</i> online

<p><b>Brief Course Outline*</b></p>	<p><i>Give an outline of sufficient detail to communicate the course content to faculty across campus. It is not necessary to include specific readings, calendar or assignments</i></p> <p><i>As outlined by the federal definition of a "credit hour", the following should be a consideration regarding student work - For every one hour of classroom or direct faculty instruction, there should be a minimum of two hours of out of class student work.</i></p> <p>The weekly outline of course content will include regular submission of assignments, course readings, and online quizzes.</p> <p>Course content will include discussion the following subject areas:</p> <p>Role &amp; History of Graphics in Communications</p> <p>Using Graphics to Communicate your message</p> <p>Products Produced by Graphic Design Specialists</p> <p>Communication Graphic Concepts (Placement, Grouping, Harmony, Emphasis &amp; Alignment)</p> <p>Introduction to Photoshop -</p> <p>Introduction to Illustrator</p> <p>Fibonacci Series &amp; the Golden Ratio</p> <p>Introduction to InDesign</p> <p>Tying Photoshop, Illustrator &amp; InDesign Together</p> <p>Note: Students will be required to have access to the Adobe Creative Suite. Adobe Creative Cloud Membership is available for \$49.99 per month and includes the programs required for this course. Students must also have access to a computer that will operate the required software.</p>
<p><b>Rationale for Proposal (Required Questions from CBA)</b></p>	
<p><b>How is/are the instructor (s) qualified in the Distance Education delivery method as well as the discipline?*</b></p>	<p>Any instructor assigned to teach this course will not only have content expertise in communication graphics and the software programs used by students but will also have experience using D2L or another LMS. The current communications graphics instructor is qualified in both of these areas.</p>

<p><b>For each outcome in the course, describe</b></p> <p><b>how the outcome will be achieved using</b></p> <p><b>Distance Education technologies.</b></p> <p>*</p>	<p>COMM 240 (approved course objectives from the syllabus of record):</p> <p>At the conclusion of the course, the students will:</p> <p><u>Have Knowledge of the Professional Specialists employed by the graphics industry</u></p> <p>Course content will provide the online resources available through a learning management system (LMS) such as D2L or Moodle. This content will include PowerPoint Presentations, Online Videos and web articles that will discuss the expectations of specialists in the Graphic Design area of the Media Industry, their responsibilities and duties. Student performance will be evaluated through online forum discussions that will incorporate their critical analysis of the responsibilities of these specialists and what the pros and cons are to this area of work in media.</p> <p><u>Demonstrate the appropriate use of type, photographs, illustrations, and symbols in communicating messages</u></p> <p>Students will demonstrate their understanding of the appropriate use of assets to create media messages through course assignments which create their own messages using photographs, illustrations and symbols,. These assignments will be part of the students' overall grades. PowerPoints, Video lectures and online web assets will enable students to create their own examples for appropriate use in communicating messages.</p> <p><u>Demonstrate a knowledge of computer hardware used for graphic production and the related software</u></p> <p>Expanding upon objective two, in the process of creating and communicating messages, students will employ standard practice software to complete the assignments. Through completion of the assignments students will demonstrate their knowledge of industry standard hardware and software. Students will use and must have access to the Adobe Creative Suite. The instructor will provide reference documentation via online sources and videos to assist students with their knowledge. Finally the instructor will hold office hours online in the LMS D2L or Moodle to answer forum questions students present. The instructor is encouraged to respond with screenshots and video discussions.</p> <p><u>Demonstrate a knowledge of the problem solving process as it applies to production graphics (thumbnails, roughs, storyboards, frame specs)</u></p> <p>Included within the requirements for each Communication Graphic Project (See outline below), students will be required to submit a pre-production portion of the project to the instructor prior to the project due date. This step will emphasize practicing the problem solving process prior to creating a graphic piece. The pre-production product can include things such as thumbnail sketches, rough sketches, storyboards or frame specs. Students will use these pre-production pieces to better prepare themselves for the production process of creating the final graphic.</p> <p><u>Understand and apply graphic design concepts to produce graphics for a variety of forms of instructional and electronic media</u></p> <p>By means of course content presented by the instructor via web sites, PowerPoint presentations and discussion on the LMS forums, students will demonstrate the theoretical concepts presented as a part of the process of creating their own original media pieces. Through these projects as well as the instructor and student feedback phase, students will practice the concepts and be evaluated in relation to the rubric criteria for the project.</p>
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<p><b>How will the instructor-student and student-student interaction take place?*</b> <b>(if applicable)</b></p>	<p>Students and the instructor will employ a variety of resources to facilitate as much student to instructor and peer to peer feedback and communication as possible.</p> <p><u>E-mail:</u> E-mail communication between IUP student email and IUP instructor email accounts will be the preferred method of contact for personal matters only. The instructor can be reached via their university email address to discuss items pertaining to a specific student's needs.</p> <p><u>Phone:</u> The instructor will be available to answer calls via the office phone line during posted office hours. The following instructions will be provided to students: if there is no answer, please leave a message with the machine and the professor will try to get back to you as soon as they are able to. If you are still unable to reach the professor and it is an emergency please call the Communications Media Office at 724-357-2492. This form of communication will not be utilized in any part for grading or assessment purposes. Personal phone numbers will not be made available to students. Students have a variety of other contact methods that are suitable and appropriate to receive assistance as necessary.</p> <p><u>Skype:</u> To insure availability to assist students, the professor will maintain office hours in a Skype format. Students shall be able to access the instructor through the Skype interface. Students may use the chat or call-in Skype features to ask questions, check about grading, or contact the professor for any other concerns that they may have. If any sessions become too crowded, the professor may reserve the right to assign time slots to meet with student overflow on Skype. Skype will not be utilized in any part for grading or assessment purposes.</p> <p><u>Forums:</u> During the course of the class, assignment and content questions are sure to arise. Please use the forums only to post these questions, so that fellow students may benefit from viewing your question and the instructor's response. This will not be utilized in any part for grading or assessment purposes.</p> <p><u>Learning Management Systems:</u> Due to the online nature of this course, communication graphics assignments will be submitted online through the LMS page. These communication graphics will then need to be uploaded to the course D2L page. Students will be required to upload communication graphics assignments. By having students submit through the LMS, the professor will then provide individual feedback so that students can view all work and receive comments. Students will also be required to review one classmate's work and provide feedback. (1) Submitting assignments and (2) critiquing other students work will be a part of the grading and assessment process for this course.</p>
<p><b>How will student achievement be evaluated?</b></p>	<p><u>10% Quizzes (5 Total, 2% each):</u> Students will take quizzes throughout the semester which will be available on the LMS. For each quiz, students will be provided with a study guide to help them review the course materials from the PowerPoint presentations and walkthroughs provided by the instructor. Students will have one week to complete the quiz, which will be timed. Additionally students will have two attempts for each quiz, with the highest grade being recorded into the gradebook on the LMS.</p> <p><u>60% Communication Graphics Projects (6 Total, 10% each):</u> In order to demonstrate the problem solving process, hardware and software usage and appropriate use of assets, students will complete six projects using the programs employed in the class to create items such as logos, advertisements, web prototypes, graphic brochure, infographics and poster designs. By completing these projects students will not only create the assignment using industry standard software but also include their pre-production process for problem solving and preparing their projects accordingly. Students will submit all assets of their projects into the LMS for grading and review.</p> <p><u>10% Peer Responses (5 total projects to respond to, 2% each):</u> As a part of each project submitted, students will also critically evaluate their classmates, so as to provide diverse viewpoints while following the rules for each type of project. Feedback must be thoughtful, which means that students must not only state their comment, but provide insight as to why it applies. These peer responses will assist students with evaluating work, reemphasizing the course objectives from a visual graphic design viewpoint as well as being the designer.</p> <p><u>20% Final Project:</u> The final project will be a two part assignment. The first is a self-designed graphic that incorporates the previous assignments. This aspect is designed to bolster the student's portfolio with multiple examples of communication media graphics. The project will incorporate the programs learned throughout the course, practice the problem solving skills pertinent to graphic designers and demonstrate correct use of media assets. The final project will be submitted to the instructor through the LMS for the course.</p> <p>The second part of the final project is a portfolio that pulls together all projects the student completed during the course. The portfolio will be created using either online sources, such as <a href="http://weebly.com">weebly.com</a> or <a href="http://wix.com">wix.com</a>, or can also be created using PowerPoint. When the Final Project is submitted students will also submit either the PowerPoint file or the URL to their online portfolio.</p>
<p><b>How will academic honesty for tests and assignments be addressed?*</b></p>	<p>Due to the nature of the coursework in this class, which requires students to create individual unique designs for the projects and assignments, it will be difficult for students to plagiarize one another's work. The graphic design process requires students to create their own content through use of the programs presented in the course. Because of this, students will not be able to copy work or use another person's design.</p> <p>Regarding the quizzes administered in the class, due to the online nature of the course this is difficult to police. Although students are encouraged to utilize notes and content presented in the course and review using the provided study guides, the quizzes will be administered through the D2L quiz system. In doing so all questions will be randomized for their order of presentation and a time limit will be enforced. Furthermore, the quizzes will also be developed to disable backtracking to previous questions, once a student has submitted an answer it is the final answer for that question.</p>

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