Graphic Design Program Standards

Professionalism

Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work

As in Professional Practice, NO late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. Exceptions to this policy for family tragedy or medical emergency are decided by the instructor on a case-by-case basis. Late submissions or deadline extensions will typically carry a grade deduction. No incompletes will be given for this course.

Project Resubmission

One to two projects, not to exceed 20 percent (20 points) of the total grade points allotted in the course, may be resubmitted for a new grade(s) at any time prior to the last regular class meeting (before finals week). The course final cannot be resubmitted. Resubmitted projects must show evidence of improvement. The new grade(s) will replace the old grade(s). In the unlikely event that the new grade is lower than the old one, the higher of the two grades will be counted. Original project submissions must be included with new project submissions. The new grade(s) can elevate the student’s final grade a maximum of one complete letter grade higher. Arrangements for resubmission must be made with the instructor. The final syllabus will outline the resubmission opportunities for the specific course.

Plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review. Plagiarism is the presentation of the work of another as one’s own work.

Instructional Methods and Activities

The following instructional methods and activities will be used through the Blackboard environment: online lecture notes/videos, discussion board, quizzes, calendar.

Email Addresses

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.
Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. The Dept. of Art & Design student advisor is Jennifer Arnold Jennifer.Arnold@tamucc.edu.

Grade Appeal Process
believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C0.03, Student Grade Appeal Procedures. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost. These documents are accessible through the University Rules Web site at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf.
Course Description
This online course will cover designing and maintaining a scalable and functional website utilizing contemporary building platforms. The processes and techniques demonstrated will allow students to plan the project scope, to generate website content, and to adopt the tools and expansive functionality available while learning best practices for the platform.

Course Objectives, Purpose, and Learning Outcomes
- The student will demonstrate knowledge of the website building process through a series of assignments that will work toward their final website project
- The student will prepare and integrate content of supreme quality that adds to the professionalism of their website

Course Pre-Requisites
Open to all majors

Required Texts
Readings will be provided via Blackboard

Required Materials
- Portable media: Jump drive/USB drive. (At least 1 GB)
- OneDrive

Fees Incurred
- Squarespace website subscription

Syllabus Disclaimer
This syllabus has been created as a guide to the class and is as accurate as possible. However, all information is subject to change. Any changes will be posted on the Blackboard Learning System’s Announcements.

Technical Support and Requirements
Blackboard Learning System Help: http://iol.tamucc.edu
“Help” At the bottom of the Blackboard Course Management Control Panel in the course menu on the left hand column of the course interface. Phone: Help Desk (361) 825-2825

Island Online Student Resources Webpage:
https://distance-education.tamucc.edu/student_resources.html

Getting Technical Help
If you are having difficulties accessing course materials from your home computer, first let your instructor know, then contact the IOL Helpdesk at (361)825-2692 or submit a request via email to iol.support@tamucc.edu

Technology Requirements
To prepare your computer for using Blackboard, go to https://iol.tamucc.edu/techreq.php for computer requirements.
To view .pdf files you will need the Adobe Reader. Download it at: http://get.adobe.com/reader/
To view flash (.flv) files from sites such as You Tube, download the Flash player at http://get.adobe.com/flashplayer/

Navigating Blackboard
Once you are in the course, read the “Announcements” on the home page. Check this each time you
enter your course. You will see a Course Menu on the left of the page. The menu is a list of links that connect to materials and tools associated with the course. Blackboard has several features and tools for communicating content delivery that you should use almost daily. Links to information about how to use these tools include: Bb Help, which contains a complete guide to learning how to use the many tools and features in Blackboard, and Bb Video Tutorials, which links to a page with videos to show you how to do tasks such as submitting an assignment.

Online Course Guidelines
- Students will practice respect and responsibility as a part of this learning community. Here are some things you can do to exhibit an attitude of respect and responsibility:
  - Post assignments on time. Early is even better.
  - Work extra hard to get to know other classmates.
  - Reach out through email Blackboard Messages, Discussions, and Wikis to support each other. If you have good info/tips on what is working for you/resource ideas, please share with the group so we can help each other out.
  - Respect other classmates by watching what you say.
  - Add your opinions to/participate in the discussions.
  - Check the assignments every week. Don’t wait until the last minute.
  - Be helpful to other students.
  - Don’t get behind. If you get behind in an online course it is harder to get back on track than it is in a traditional course.
  - Stay focused and stay connected.
  - Keep up with your assignments and your grades. It is not the teacher’s responsibility to tell you what you have or haven’t turned in. Your grades will be available in Blackboard so all you have to do is regularly check to make sure you have grades posted for all work.
  - In general terms, students are expected to "demonstrate a high level of maturity, self-direction and ability to manage their own affairs" and to "conduct themselves in accordance with the highest standards of academic honesty." Instances of plagiarism will be handled in accordance with Texas A&M University-Corpus Christi General Academic Policies and Regulations as listed in the current catalog.

Delivery of instructor feedback –
During the week (exclude weekends), Instructor response to online requests usually occurs within a 24-hour period, but you can expect a response within 3 days.

Student login expectations –
Students are required to login often – once every day at a minimum. It is recommended that students check daily for announcements and updates.

Faculty availability to support students –
I maintain a consistent web presence and am available to meet online in the Blackboard asynchronous or synchronous environment or via phone.

Creative Projects :: An overview
The majority of the course grade points will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understandings of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission instructions and assignment resources will be provided on Blackboard.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation; 2) your creative process; and 3) the final artifact.

Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation.

**Project Critiques & Discussion**
The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hear multiple perspectives during criticism and participate in the critical analysis of peer work. Final grade evaluation will be determined by the Professor on creative projects using the project’s outlined grading rubric.
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
Outlined projects and assignments will total 100 points of your final grade.

Graded Activity
- Outlined projects will total **80** points of your final grade.
- Outlined assignments will total **15** points of your final grade.
- Class participation will total **5** points of your final grade.

Projects
There will be **5** projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project.

**Major Project One :: Assets :: 15 pts.**
The student will create image assets, through sourcing stock photos, making illustrations, icons, or taking original photographs.

5 pts :: Logo(s)
Logo exploration and development *(Sketch, Refine, Digital).*
Creation of logo family if applicable *(All Logos in various compositions and alternates).*

10 pts. :: Graphics
Photos, Illustrations, or Icons to be utilized on website pages; Resize & Prep for Upload
Following Spec Guidelines you will need to resize graphics and prep color profiles for upload on Squarespace

**Major Project Two :: Content :: 20 pts.**
Based on website needs, the student will write and prepare all necessary project content.

**Major Project Three :: Site Structure :: 20 pts.**
Using the Squarespace platform, the student will create a website that meets their outlined needs. Using assets and content derived from their previous projects, the website will be organized and executed.

5 pts :: Website Sitemap & Planning
5 pts :: Domain and Template Research and Selection
20 pts :: Website Execution (Development, Design, Population, Testing)

**Major Project Four :: Ecommerce :: 15 pts.**
Students will create a product page of 10-15 products.

**Major Project Five :: Social Media Integration :: 10 pts.**
Students will create social media accounts, if they don’t have any existing, that will cross promote their new website. The student will create a series of 2-3 social media appropriate images that announce the new website to its intended audience.
Assigned Reading & Class Participation :: 5 pts.
There are weekly assigned readings that you are responsible for. Come to class prepared to discuss the reading as well as take weekly quizzes via Blackboard or write written statements (4-6 sentences) outlining the readings.

Assignment :: Ideal Client Model Exercise:: 5 pts.
The student will create a comprehensive research development proposal (minimum 5 pages) which includes an analysis of current websites possessing features they would like to adopt. The document should be professionally formatted and executed and should outline at least 5 websites that showcase proper function and form as well as a desired aesthetic.

Assignment :: Mobile & Tablet Optimization :: 5pts.
The student will optimize their website for mobile and tablet.

Assignment :: SEO Optimization :: 5pts.
The student will optimize their website with best SEO methodologies.
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1 Strategy & Client Conversion

Monday
  Syllabus, Course Overview, Lecture on What is Squarespace? Why Squarespace; Website Success Strategy
  Homework: Pick your Client

Tuesday
  Lecture on Ideal Client Psychology & Model; Brand Building: Logo, Type, Color, Moodboards
  Homework: Ideal Client Model Exercise Complete
  Due: Ideal Client Model Exercise

Wednesday
  Lecture & Workday on Site Structure Sitemap & Planning, Squarespace & SEO, Keyword Development, Site Goals, Content Layout Strategy/Roadmap
  Homework: Complete Roadmap
  Due: Ideal Client Model Exercise

Thursday
  Understanding & Picking Squarespace Templates, Squarespace Features + Functions
  Homework: Pick your Squarespace Template
  Due: Sitemap

WEEK 2 Preparing Content

Monday
  Lecture on Photo, Image, & Video Guidelines, Tagline Writing
  Tutorial on Asset Creation & Development
  Due: Domain & Template Selections & Research

Tuesday
  Lecture on Content Planning: Home, About, Services, Portfolio, Products, Contact, 404 error page
  Workday: Content Planning & Asset Creation
  Due: Logo & Style Guide

Wednesday
  Workday: Content Planning & Asset Creation

Thursday
  Lecture on Content Design Best Practices

WEEK 3 Building Site

Monday
  Squarespace Workspace, Site Styles Editor, Squarespace Blocks, Page Type Options, Navigation
  Due: Project 1 - Assets Package

Tuesday
  Arranging Blocks, Page Building, Banner Images, Footer Navigation, Blogging, Premium Features

Wednesday
  Workday: Create Account & Begin Building
  Due: Project 2 - Written Content
Thursday
Lecture on Index Pages; Workday: Build Website About and Contact Page

WEEK 4 Building Site

Monday
Lecture on using Markdown Blocks (highlight effects, text scaling, removing hyphenation) Gallery
Block Hacks (“moving” images, “moving” logo social proof sections; Index sections and background
tab, “overlapping content” between section, unaligned banners with navigation, shapes/arrows to
background, 2 speed parallax scrolling, Workday: Build Website

Tuesday
Lecture on Summary Blocks, ‘jump-to’ anchor links + ‘back to top’ links;
Homework: Build Website Home page

Wednesday
Lecture: Setting up Commerce Pages, Taking Payments, Analytics
Work on: Creating a Product Page

Thursday
Work on: Build Website & Population; Individual Check-ins via WebEx

WEEK 5 SEO & Launching

Monday
Lecture on SEO Optimization Techniques; Lecture on Social Media Integration, Favicons
Work on: Creating social media accounts and graphics

Tuesday
Lecture: Newsletters/Email Campaigns
Work on: Creating a Campaign that promotes Product Page Mobile & Tablet Optimization
Due: SEO Checklist & PDF of Screenshots

Wednesday
Lecture: Understanding User Experience Data: A/B Testing, Analytics, Card Sorting
Pre-Launch Site Audit & Checklist
Due: Social Media Integration Graphics

Pre-Launch Site Audit & Checklist,
Due: Final Website Execution
Due: Social Media Integration Graphics
Class WebEx Critique