## University of North Texas at Dallas
### Fall 2016
#### SYLLABUS

<table>
<thead>
<tr>
<th>COMM 2314 Computer Graphics for Communication</th>
<th>3Hrs</th>
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<tbody>
<tr>
<td>Department of Language and Communication</td>
<td>School of Liberal Arts and Sciences</td>
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</tbody>
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| Instructor Name: | Ms Pam Harris |
| Office Location: | Dal2-231 |
| Office Phone:    | 972-338-1574 |
| Email Address:   | Pamela.harris@untdallas.edu |

**Office Hours:** Tuesdays 2-4 PM, Wednesdays 11 to 4 PM or by appointment

**Virtual Office Hours:**

**Classroom Location:** Dal 1 322

**Class Meeting Days & Times:**

**Course Catalog Description:** Introduction to computer graphic design using Adobe Creative Suite to create visual communication projects. Involves using design principles and software techniques.

**Prerequisites:** none

**Co-requisites:** none

**Required Text:** TBA

**Recommended Text and References:**

**Access to Learning Resources:**
- UNT Dallas Library: phone: (972) 780-3625; web: [http://www.unt.edu/unt-dallas/library.htm](http://www.unt.edu/unt-dallas/library.htm)
- UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: [1012mgr@fheg.follett.com](mailto:1012mgr@fheg.follett.com)

**Course Goals or Overview:**
- The goal of this course is to explore computer graphic design and learn the basic tools to create projects that communicate visually.

**Learning Objectives/Outcomes:** At the end of this course, the student will

1. Distinguish between various types of communication design
2. Explain/demonstrate how the elements and principles of design work to communicate meaning
3. Use pictographic and typographic elements to create meaningful designs that communicate ideas
4. Demonstrate technical ability to create computer graphics using industry standard software
5. Describe new technologies and trends in graphic communication
Course Outline

1. Defining the Language of Design
2. Typography
3. Imagery
4. Color and Design
5. Managing effective design
6. Research and visual communication
7. Media and technology for communication

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Tests (Quizzes) and Exams – written tests designed to measure knowledge of presented course material
Discussions – verbal and written assignments designed to supplement and reinforce course material and allow you to interact with fellow classmates
Projects – designed to measure ability to apply presented course material by the individual or through teamwork.

Grading Matrix:

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Value (points or percentages)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 online tests (quizzes)</td>
<td>tba</td>
<td></td>
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<tr>
<td>Discussions (Participation)</td>
<td>tba</td>
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<tr>
<td>7 Projects</td>
<td>tba</td>
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<tr>
<td>Critiques</td>
<td>tba</td>
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<tr>
<td>Final portfolio</td>
<td>tba</td>
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<tr>
<td><strong>Total:</strong></td>
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Grade Determination:

A = 90% or more of total points, B = 80% to 89 % of total points
C = 70% to 79 % of total points, D = 60% to 69 % of total points
F = less than 60% of total points