

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Advertising Graphics & Design</u>
COURSE RUBRIC AND NUMBER	<u>ARTC 1353</u>
COURSE TITLE	<u>Computer Illustration</u>
COURSE CREDIT HOURS	<u>3 2 3</u> Credits Lec Lab

I. **Catalog Description**

Presents the implementation of software for web design, illustration, and/or manipulation for reproduction. Provides mastery of tools and transformation options of an industry-standard vector drawing program to create complex illustrations or drawings. Includes principles of layout and design and manipulation of text and graphics. (2:3). **Lab fee.**

II. **Course Objectives**

Upon satisfactory completion of the course, the student will be able to meet at least 70% of the following:

- A. Produce an entry-level website.
- B. Operate personal computer hardware input devices (mouse, keyboard, scanner) as well as output devices (display screen, storage disks, and printers).
- C. Identify the abilities *and* limitations of computers and software.
- D. Render professionally finished work for all studio critiques.
- E. Transfer conceptualized (hard copy) artwork to the computer.
- F. Display problem-solving abilities in the production of artwork.
- G. Follow established procedures regarding equipment maintenance, care, and safety.
- H. Meet all critique deadlines on time.
- I. Exhibit a professional attitude toward work and show initiative.
- J. Explain computer terminology as it relates to art.
- K. Discuss how computers, related software, and peripherals are additional *tools* to be used by the artist in the production of finished artwork.
- L. Demonstrate unique and creative approaches to Advertising Production projects.

III. **THECB Learning Outcomes (WECM)**

1. Identify terminology, advantages and limitations of vector software.
2. Use vector drawing tools manipulate, create, and edit vector drawings for print or web.
3. Specify file formats.

IV. **Evaluation**

- A. Outside class assignments will be made at the discretion of the instructor. The instructor will evaluate assignments immediately after they are due.

- B. There will be a formal studio critique upon completion of every assignment. The critique will be treated with the same integrity as the traditional examination. Any critique that is missed will constitute 2 F's for the assignment. Be advised that this is non-negotiable.
- C. The student will be graded on each assignment on uniqueness, conceptualization, and professionally finished work. An overall semester grade according to the performance rating scale will also be given.

Grading Scale: Two grades will be given for each project, including the final exam.

Example (A/A): the first A represents concept, the second A represents professionally finished work. Grades are then averaged as follows:

A = 4 points	Grades will be added together and averaged.
B = 3 points	Example: $A/B = 4 + 3 = 7$ divided by $2 = 3.5$ (B+)
C = 2 points	Perfect Attendance (attending each class period) will raise a
*D = 1 point	student's final grade to the next highest level; therefore, the
*F = 0 points	B+ becomes an A.

- D. Written exams or pop quizzes over certain reading assignments will be given at the discretion of the instructor. These test grades will figure accordingly to the final semester grade.

❖ If these grades are earned, the student is encouraged to confer with the instructor for remediation.

V. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.