

**FALL 2009 SYLLABUS**  
subject to change with notice

<b>Course:</b>	<b>GRTC 3353 Visual Communications Technology</b> 3 credits. Graphic, digital, and filmed/taped communications processes	
<b>Instructor:</b>	Ms. Monika Zarzycka	
<b>Phone:</b>	713-473-4077 office	
<b>Email:</b>	mzarzycka@uh.edu***	
<b>Office:</b>	391- T2	
<b>Office Hours:</b>	M: 3-5 PM; W: 4-5 PM; or by appointment	
<b>Website:</b>	www.graphics.tech.uh.edu	
<b>Grader</b>	Nikhil Godalla	<b>Email:</b> ngodalla@mail.uh.edu***

\*\*\* Please use "Discussions" option on blackboard for general questions and comments

<b>Lecture:</b>	Section 33921 ONLINE
<b>Lab:</b>	Section 33923 W 5:30PM-8:30PM in room 102A-T

**Prerequisite:** ITEC 1301 or equivalent, working knowledge of Microsoft Word and Microsoft PowerPoint.

**Course Goals:** This course provides students with an understanding of the technological systems that extend the range of human communications, with an emphasis on visual communications processes. The course is an overview, which only begins to scrape the surface of the field of graphic communication. You will walk away from this course knowing a little bit about a lot of things, but you will not master any one area. If any topics are of particular interest to you, your instructor will offer further opportunities.

Students completing the course will:

- be familiar with the principles of design
- be familiar with the fundamentals of graphic design and typography
- be familiar with the basic concepts of photography and scanning
- understand the theory and use of color
- be familiar with the processes used to reproduce graphic images for using various printing methods
- be able to differentiate between vector and pixel-based illustration
- be familiar with processes involved in designing for various print media
- be able to consider the ethical ramifications of current communications systems

- Required Textbooks:**
- Ryan, W. & Conover, T. *Graphic Communications Today*. 4th ed. ISBN-10: 0766820750
  - Williams, Robin. *The Non-Designer's Design Book*. 3rd ed. Peachpit Press, 2008. ISBN-10: 0321534042
  - Sedlack, R. P., Shwom, B. L., Keller, K., P. *Module 4: Graphics and Visual Communication for Managers*. Managerial Communication Series. ISBN-10: 0324161786

**Required Tools:** To access the instructional materials, you will need access to a computer that has Acrobat Acrobat and Flash Player installed. You can download Acrobat Reader from [www.adobe.com](http://www.adobe.com). You can download Flash Player from [www.adobe.com](http://www.adobe.com). You can read the instructional resources online or print them.

**You need to purchase Adobe Acrobat 7.0 (not the Reader) or higher in order to save files as PDF.**

**Required Digital Storage:** You will need either Flash drive or CD for backing up and archiving your files. You will be given 1 GB of network storage space on the cot-tech.uh.edu server. Your account will be deleted at the end of the semester and servers do crash, so it is recommended that you frequently back up your work and make a final CD of your files at the end of the semester.

**Course Credit** This course is divided into lecture/lab and is governed by the University of Houston policy as well as policies of the accrediting bodies. First, students should understand that each hour of class credit requires three hours per week: one hour in lecture and two hours personal study/homework. Thus, a three-hour course requires nine hours per week: three in class and six on your own. However, lab earns in-class credit at one-third the rate of lecture. Thus, it takes three hours of lab to earn one hour of lecture credit. **You own the instructor a total of nine hours per week.**

**Grading:**

- Exams 10%
- Quizzes 10%
- Homework 5%
- Lab Assignments 40%
- Lab Projects 30%
- Attendance/Participation 5%

**Letter Grades:**

	A 94-100	A- 90-93
B+ 87-89	B 84-86	B- 80-83
C+ 77-79	C 74-76	C- 70-73
D+ 67-69	D 64-66	D- 60-63

- Exams:** There will be two exams. Exams will be timed and given during specific hours. Questions may be drawn from lecture as well as the text. Exams will not be given to a student who misses an exam. **NO MAKE UP EXAMS! NO EXCEPTIONS!**
- Quizzes:** Weekly quizzes over assigned book chapters will be given on Blackboard. Quizzes are given prior the lecture on the specific book chapters.
- Students will be given several days to complete the quiz. Quizzes will be due on each Friday at 11:59 PM, unless otherwise specified. **NO MAKE UP QUIZZES! NO EXCEPTIONS!**
- Homework:** Students will be given several homework assignments during the semester. Students will have a week from the assigned date to turn in their work. Homework will be submitted on Blackboard.
- Lab Assignments:** There will be several lab assignments designed to familiarize students with the concepts discussed in the lecture and prepare them to complete the lab projects. **Assignments will be due a week from assigned date by 11:59PM**, unless otherwise specified.
- Assignments have to be submitted on Blackboard as PDF or they would not be graded and would receive an automatic “0.”**
- Lab Projects:** There will be two main projects assigned by the professor during the semester to “test” students’ skills and knowledge. **Projects will be due a week from assigned date by 11:59PM**, unless otherwise specified.
- Projects have to be submitted on Blackboard as PDF or they would not be graded and would receive an automatic “0.”**
- Extra Credit:** Visit the Museum of Printing History and write minimum a 500 words report. In the report include things you have seen. Also include what you have learned. In addition, mention your own reactions and summarize your experience. (Max grade: 3 extra points to your final grade).
- Membership in the IGAEA UH students chapter (2 pt to final grade).  
Attendance of the IGAEA UH meetings (1 pt to final grade).
- Attendance/Participation:** Regular and punctual attendance is required of each student. **Be on time for lectures and labs!** Tardies of more than 10 minutes count as 1/2 an absence. Students can accumulate three unexcused absences (lecture and/or lab). **There will be a grade penalty for all unexcused absences. After three unexcused absences the student will be dropped from the course.** In addition to the University’s policy, it is the instructor’s decision as to what will constitute an excused absence based on academic

and professional growth opportunities outside the class. If there is any question as to the nature of the absence, the student should seek out the instructor prior to the absence. The lab is available at times other than the scheduled periods. It is not to be used in lieu of the normal lab time, but rather in addition to the lab time. In accordance with University policy students will be informed in advance, whenever possible, of any cancelled class meetings and are expected to wait no longer than 15 minutes for an instructor if there has been no announcement.

Excused Absences are defined as follows:

- Illness with a doctor's note
- Participation in an university function with a note from the advisor
- Death in the family with appropriate documentation

**Classroom/Lab Policies:** Please adhere to the following classroom rules:

- No cell phone use
- No profanity/ obscenity
- No talking unless the instructor asks a question

**Lab Policies:** The use of the Graphic Communication Technology Laboratory is a privilege afforded to those who pay Incidental Fees to maintain the lab and respect it and its contents. Please adhere to the following rules.

- Do not use the printer in the lab for anything other than class work.
- Computers are provided for your use. No laptops will be allowed.
- You are able to check out graphic tablets for the time you are in the lab (including open lab) with a proper UH ID.
- No food or drinks will be allowed in the lab. You may leave them on the table in the hallway.
- Before leaving lab each day, you will be responsible for logging off your computer and cleaning the monitor and surrounding area with a paper towel.
- Downloading of any software will be considered theft, which is a violation of the University's Academic-Honesty policy. The Department Chair will be informed of all occurrences of software piracy. Any affected student will be suspended from class until a Departmental Hearing is called.

**Late Assignments:** There is a great deal of work for this course. You can very quickly fall behind. Unless otherwise noted, an assignment will be considered late if not turned on time, on the day it is due. Assignments will be reduced 10 points for each week they are late.

**Missed Classes:** If you are absent on the due date, the assignment will still be late. You must make arrangements to accommodate your absence whether excused or unexcused.

**Expectations:**

Students in this course are expected to be capable and motivated professionals. No such student should be content with a grade less than “B”. Please provide the attention, motivation and effort necessary to reach this grade expectation.

**If you meet the minimum requirements of any assignment, then you have done an average job which will earn you a “C”.** You must do more than the minimum requirements if you want to earn a higher grade.

In a creative class, some grading criteria are **subjective**. Just remember that professor Zarzycka is your client, and just as in the professional world, you will be expected to meet the approval of the client.

**Minimum effort = minimum grade**

**Maximum effort = maximum grade**

**Adds/Drops:**

Please refer to the University’s Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures.

**Incompletes:**

An “incomplete” grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond his/her control, complete one or more major assignment. If a student wishes an “incomplete”, he/she must explain the situation to the instructor in advance and make specific arrangements to complete the missing work no later than one year from the date the grade is given.

**Americans with Disabilities Act:**

Any student who may be in need of additional help under the ADA guidelines should contact the instructor directly after the first class meeting.

## COURSE SCHEDULE - MONDAY LAB

Lec Dates	LECTURE TOPIC	BOOK READINGS	Lab Dates	LAB TOPIC	LAB WORK
08/22	What is Visual Communication?	Ryan, Ch.1	08/26	Introduction to the course Orientation	—
08/29	History of Visual Communication	Ryan, Ch.2	09/02	Mac Overview Harvest of Wisdom movie	Mac tutorial Preliminary Project
09/05	Principles of Graphic Design	Ryan, Ch.5, Williams Ch. 1-6	09/09	Principles of Graphic Design	Lab Assignment 1: Principles of Graphic Design
09/12	Type: The Basic Ingredient Type: Creative Typography	Ryan, Ch.3, Williams Ch. 9-11, Sedlack Ch.1 Ryan, Ch.4	09/16	Type: The Basic Ingredient Type: Creative Typography	Lab Assignment 2: Use type to reflect your personality Lab Assignment 3: Type Communicates - 50 words
09/19	Scanning and Digital Photography	Ryan, Ch.8, Sedlack Ch.5	09/23	Basic Concepts of Digital Photography	Lab Assignment 4: Scanning and Photography
09/26	Resolution, Raster vs. Vector, File Formats, Illustration	Ryan, Ch.7	09/30	Bitmap vs. Vector	Lab Assignment 5: Bitmap vs. Vector
10/03	MIDTERM	—	10/07	Project 1	Lab Project 1: Invitations
10/10	Printing Process, Production	Ryan, Ch.9	10/14	Tour of Print Department	Lab Assignment 6: Printing Processes
10/17	Color: How it Works and Its Use in Design	Ryan, Ch.6, Williams Ch. 7, Sedlack Ch.3	10/21	Color	Lab Assignment 7: Color
10/24	Designing for Public Relations and Newsletters	Ryan, Ch.10-11, Williams Ch. 8	10/28	Newsletter	Lab Assignment 8: Newsletter
10/31	Identity and Advertising Design	Ryan, Ch.12-13, Williams Ch. 8	11/04	Logo Design	Lab Assignment 9: Logo Design
11/07	New Media: Internet, Websites, Multimedia	Ryan, Ch.17	11/11	Web Portfolio	Lab Assignment 10: Web Portfolio
11/14	Intellectual Property and Copyrights	—	11/18	Project 2	Lab Project 2: Identity (business card, letterhead, envelope)
11/21	THANKSGIVING HOLIDAY, NO LECTURE	—	11/25	THANKSGIVING HOLIDAY, NO LAB	—
11/28	----	---	12/02	OPEN LAB	OPEN LAB
12/05	<b>FINAL EXAM</b>				