

ASTE/JCOM 3090: Graphic Communication in Agriculture

COMMUNICATE. ADVOCATE. EDUCATE.

► Course Description

Prepare students to be proficient in elements of design, graphic art production, photo editing, and image composition techniques used in agricultural communications and journalism fields.

► Course Learning Objectives

Upon completion of this course, you should be able to:

IDEA Evaluation Objectives	Course Learning Objectives
1. Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.	<ul style="list-style-type: none"> » Understand and apply proper file management practices. » Develop and demonstrate an understanding of image types (raw, raster and vector images). » Develop and demonstrate an understanding of photograph editing and manipulation using Adobe Photoshop CC. » Develop and demonstrate an understanding of document production, including design and layout and typography using Adobe InDesign CC. » Understand and demonstrate knowledge of desktop publishing and pre-press preparations using Adobe InDesign CC.
2. Develop creative capacities (writing, inventing, designing).	<ul style="list-style-type: none"> » Create a photo composite using techniques learned from the textbook. » Apply publication design skills, including design, layout, content, and typography, to print materials.

► Methods to Assess Course Learning Objectives

The expected learning objectives for the course will be assessed through in-class assignments, exams, photo composite, flier, brochure, identity system, and the design analysis project.

► Canvas

Canvas is where course content and grades will reside for this course. Here's what you will find:

1. Click on either Sp16 ASTE-3090-001 or Sp16 JCOM 3090-001
2. Click on the left navigation bar to find what you need

Syllabus – electronic and PDF version of syllabus

Modules – resources for lecture topics & in-class activities

Assignments – assignment instructions & grading rubrics posted

Grades – assignment grades & participation points posted

For Canvas, Passwords or any other computer-related technical support, contact the IT Service Desk:

435-797-4357 (797-HELP)

<http://it.usu.edu>

servicedesk@usu.edu

Instructor Information

Instructor: Dr. Kelsey Hall
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Office Hours

If my door is open, you are welcome to come in. Even if it's closed, knock. If I'm available, you can see me. If you need to see me at a specific time, please call or e-mail to make an appointment. I do not read nor reply to e-mail on weekends or weekdays between 6 p.m. and 8 a.m. If you are having trouble understanding a concept from this course, please visit with me quickly so that I can help you understand.

Required Materials

1. Textbooks

Adobe Photoshop CC 2014 release Classroom in a Book by Andrew Faulkner & Brie Gynchild, Adobe Press, ISBN 13: 978-0-133-92444-2. ISBN 10: 0-133-92444-0

Exploring Adobe InDesign Creative Cloud by Terry Rydberg, Delmar, Cengage Learning, ISBN 13: 9781305263642.

2. Flash drive brought to every lecture to download and save course files. Project files can be large.

3. Pinterest account for completing Design Analysis Project.

4. Google Drive will be used by ALL students in this course as a means of turning in assignments and projects to the instructor. Students will be invited to share the Google Drive folder by the instructor.

Optional Resources

Adobe Creative Cloud, including Photoshop and InDesign, is installed on campus computer labs. You can purchase Creative Cloud apps at a special Student price. Adobe offers a free 30-day trial of the latest version of its software on its website.

Assignments

Daily Activities (130 points)

You will show your ability to use the software introduced to you in class. Each activity will be turned in as per in-class instructions by the deadline in the course schedule. You must submit your finished work through Google Drive to receive credit. You will either receive credit or not.

Chapter Review Questions (180 points)

For each chapter, you will answer questions provided on handouts. To earn credit for the review questions, your name must be on the handouts. The answers must be written in your own words. All sentences are complete with no spelling errors. The instructor will collect the chapter review questions.

Photo Composite (20 points)

After having exposure to Adobe Photoshop CC, you will create a photo composite.

Photoshop CC Unit Exam (50 points)

This exam covers material from the Photoshop CC Unit.

Peer Reviews (30 points)

To help improve your own design as well as that of your classmates, you will conduct peer reviews on your classmates' assignments. You will be graded on how thoroughly and accurately you comment and critique your classmates. Reviews will be conducted during class time, and you must be present in class on those days to receive the points.

Flyer (50 points)

Design a flyer to promote an event, product, or service for a business or non-profit organization. More details will be provided on this assignment.

Identity System (40 points)

Design a logo, letterhead, and business card for yourself. More details will be provided on this assignment.

Brochure (50 points)

Design a brochure for a business or non-profit organization. Follow the principles of design and instructions for brochures learned in class. The brochure must contain photos, text and photo captions. More details will be provided on this assignment.

InDesign CC Unit Exam (50 points)

The exam covers material from the InDesign CC Unit.

Design Analysis Project (70 points)

Create a Pinterest Board titled "Design Analysis Project." To help you become more critical consumers of printed materials, you will critique both good and bad examples of logos, brochures, flyers, newsletters, letterhead, business cards, etc. Pin each example to your Pinterest board. With each pin, you will reflect on the design choices based on the principles of design learned in class. More details will be provided on this assignment.

Extra Credit - IDEA Course Evaluation (10 points)

If 85% or more of the class submits the IDEA evaluation for ASTE/JCOM 3090, all students receive 10 points toward their overall grade. The IDEA evaluation is optional, but it greatly helps your instructor know how you evaluate the course on the course objectives and the instructor. The evaluation must be submitted by **5 p.m. on April 29**.

► Grading Scale

Your grade will be calculated using the following scale:

Grade	Percentage Range
A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	60-66%
F	59% or below

► Grading Rubrics

You will receive a rubric for each assignment that you must follow to earn the maximum number of points. The graded rubric is returned with each assignment.

► Late Assignments

Industry is tough about deadlines, and so am I. Missing deadlines is a quick way to lose a client or even your job. When an assignment is due, either the assignment is done or it's not. **Late assignments are automatically docked one full grade and are only accepted up to one class period beyond the original due date.** After that, late assignments will receive a grade of zero. If you know you will be absent from class, please make arrangements to submit your assignment ahead of time so that it will not be counted late. If an emergency does arise, you should call the instructor immediately.

Details about Assignments

- » See the course schedule for lecture-by-lecture in-class activities and assignments.
- » Bring your textbook to every lecture. Unit 1 uses the Photoshop CC textbook, while Unit 2 uses the InDesign CC textbook
- » You must swipe your USU ID every lecture to gain access to the computer lab. If you forget your USU ID, you will not earn points for completing daily activities. Proofreading your work is extremely important. **Any project with a misspelled word will automatically drop one letter grade.**
- » You must keep up with your reading. Chapter review questions must be completed prior to the start of chapter activities.
- » Digital files must be properly named and saved to the appropriate folder on Google Drive by the due date. **Do NOT e-mail projects to your instructor.** Examples of how to name files:
 - » YourLastName_Composite.psd
 - » YourLastName_Bookmark.indd
 - » YourLastName_Flyer.indd
 - » YourLastName_Brochure.indd
- » You must **package each InDesign assignment** to include all images and fonts. Upload the package (folder) to Google Drive to be graded.

Course Policies



► Syllabus Changes

I will notify the class regarding all changes to this syllabus. In the event of any discrepancy between this syllabus and content found in Canvas, the information in CANVAS WILL TAKE PRECEDENCE.



► Attendance

Attending each class is crucial for success in the course. Punctuality and reliability are important habits to develop. You must notify the instructor any time you need to leave before class has ended to make sure you know what you must complete. You are expected to contact the instructor prior to missing class. If you have an excused absence, you are can make up missed assignments in a timely manner agreed upon by the instructor. Absences will be excused for a competing group, performing group, USUSA elected officers and their committee members, a scheduled class trip, injury, illness, or immediate family death.



► Proof of Assignments

The proof of completing assignments rests with you. You must keep both hard copy and electronic copy of everything you do and be sure to keep graded assignments. You will then have documentation if there is a discrepancy in grading. Instructors do occasionally make mistakes recording grades, so keep your hard copy. Also, no assignment should be turned in without your last name on it electronically.



► Save Your Work!

Save your work often and make back up copies of your digital files. You will then have documentation if there is a discrepancy in grading. Also, you may want to keep your assignments for a portfolio.



► UR Music Computer Lab

You will use one of the computer lab's desktop computers to complete in-class activities. Students who read e-mail, use social media, surf the Internet, or work on projects for other classes may be asked to leave the computer lab. No food or water are allowed in the computer lab.

► Student Work Use Policy

Utah State University reserves a royalty free, non-exclusive right to use student works for purposes of University archival and academic reference and for research purposes. Student work in this course may be retained by the department, program or professor for the purposes of accreditation documentation, or display.



► Cell Phone Use

Cell phones should be turned off or on silent during class. In case of emergencies and with prior approval from your instructor, your cell phone may be left on during class if only the vibrator function is on, not the ringtone. You must leave the room to answer emergency phone calls.



► Remind

In addition to e-mail, Remind will be used to communicate important information to students outside of class time. You will receive a text message from this class if you opt into Remind. Join our class announcements by texting **@aste3090** to **81010**. Standard messaging rates apply.



► Communication through Canvas

I use Canvas Inbox to communicate high priority and timely information. You must set your notification preferences in Canvas to receive e-mails to ASAP by e-mail, cell phone for text messages, or other social networking services of your choice. I respond to e-mail **within two work days** (Monday – Friday). **Do not expect me to check my e-mail or respond between 6 p.m. and 8 a.m.** Over the weekend, expect a slower response time.

How to use Inbox for Conversations in Canvas: <http://guides.instructure.com/m/4152/1/48305?data-resolve-url=true&data-manual-id=4152>

I will use the Assignments tab in Canvas to communicate deadlines on assignments and post grading rubrics. I also announce the deadlines on assignments and pass out grading rubrics during class.

I welcome all feedback on the course and will meet with individual students to discuss the course.

If you experience a legitimate emergency (according to my standards) that will prevent you from completing coursework on time, I expect you to communicate with me at the earliest reasonable opportunity. Please state the nature of the emergency, and when you expect to turn in the coursework.

Your messages must be **PROFESSIONALLY** composed. This means:

- » Capitalizing sentences.
- » Using correct grammar, spelling and punctuation to the best of your ability.
- » Not using "text short hand."
- » Closing the message with your name.
- » Proofreading the e-mail before you click "send."

► Course Etiquette

Any successful learning experience requires mutual respect on the part of students and the instructor. Neither instructor nor students should be subject to others' behavior that is rude, disruptive, intimidating, or demeaning. The instructor has responsibility for and control over classroom behavior and maintenance of academic integrity.

► Instructor Responsibilities:

- » Treat all students with courtesy and respect.
- » Be open to constructive input from students.
- » Ensure that opportunities to participate are shared equally by all students.

► Student Responsibilities:

- » Complete reading assignments before lectures.
- » Be prepared for in-class activities.
- » When speaking or writing use courteous, respectful language and keep comments and questions relevant to the topic.
- » Be respectful of classmates and the instructor.
- » Avoid using cellular phones, text messaging, or engaging in any other form of distraction. Inappropriate behavior will result in, minimally, a request to leave class.



► Grade Dispute

At some point in this course, you may disagree with a grade you receive on an assignment. Please follow these guidelines in the case of a grade dispute:

1. You are encouraged to take sufficient time, **a minimum of 24 hours before responding**, to think about your grade, review your assignment and respond to me. You may hand write or send me via Canvas Inbox your response.
2. Your argument should be well reasoned and based on evidence. It does not have to be long, but there should be a good rationale for why the grade should be changed.
3. Your written response **must be submitted within seven (7) days of the time the work was returned** to you or the grade was posted or received. After seven days, no assignment grades will be considered for change.
4. Schedule a meeting with me to further discuss your grade and bring your graded assignment with you to the meeting.

An example of a grade dispute looks like this:

On Question 26, I marked B as the correct answer. According to my notes, this is correct; however, it is marked wrong. My notes (the book, etc...) indicate B is correct because...Please re-grade this question.



University Policies

► Academic Integrity - "The Honor System"

Each student has the right and duty to pursue his or her academic experience free of dishonesty. The Honor System is designed to establish the higher level of conduct expected and required of all Utah State University students.

The **Honor Pledge**: To enhance the learning environment at Utah State University and to develop student academic integrity, each student agrees to the following Honor Pledge: "I pledge, on my honor, to conduct myself with the foremost level of academic integrity." A student who lives by the Honor Pledge is a student who does more than not cheat, falsify, or plagiarize. A student who lives by the Honor Pledge:

- » Espouses academic integrity as an underlying and essential principle of the Utah State University community;
- » Understands that each act of academic dishonesty devalues every degree that is awarded by this institution; and
- » Is a welcomed and valued member of Utah State University.

► Academic Dishonesty

The Instructor of this course will take appropriate actions in response to academic dishonesty, as defined the University's Student Code. Acts of academic dishonesty include but are not limited to:

Cheating: using or attempting to use or providing others with any unauthorized assistance in taking quizzes, tests, examinations, or in any other academic exercise or activity, including working in a group when the instructor has designated that the quiz, test, examination, or any other academic exercise or activity be done "individually";

- » Depending on the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
- » Substituting for another student, or permitting another student to substitute for oneself, in taking an examination or preparing academic work;
- » Acquiring tests or other academic material belonging to a faculty member, staff member, or another student without express permission;
- » Continuing to write after time has been called on a quiz, test, examination, or any other academic exercise or activity;
- » Submitting substantially the same work for credit in more than one class, except with prior approval of the instructor; or engaging in any form of research fraud.

Falsification: altering or fabricating any information or citation in an academic exercise or activity.

Plagiarism: knowingly "representing, by paraphrase or direct quotation, the published or unpublished work of another person as one's own in any academic exercise or activity without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials." The penalties for

plagiarism are severe. They include warning or reprimand, grade adjustment, probation, suspension, expulsion, withholding of transcripts, denial or revocation of degrees, and referral to psychological counseling.

All design work must be your own work. You are not allowed to use templates. You must have permission to use copyrighted photos/graphics. Any violation of academic honesty will result in a 0 on the assignment, and you will not have the opportunity to make up the points. Violation of copyright laws is considered plagiarism. You may be asked to show where you downloaded your stock photos, graphics, and fonts. If you are unsure, ask about it FIRST.

► Sexual Harassment

Sexual harassment is defined by the Affirmative Action/Equal Employment Opportunity Commission as any "unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature." If you feel you are a victim of sexual harassment, you may talk to or file a complaint with the Affirmative Action/Equal Employment Opportunity Office located in Old Main, Room 161, or call the AA/EEO Office at 797-1266.

► Withdrawal Policy and "I" Grade Policy

Students are required to complete all courses for which they are registered by the end of the semester. In some cases, a student may be unable to complete all of the coursework because of extenuating circumstances, but not due to poor performance or to retain financial aid. The term 'extenuating' circumstances includes: (1) incapacitating illness which prevents a student from attending classes for a minimum period of two weeks, (2) a death in the immediate family, (3) financial responsibilities requiring a student to alter a work schedule to secure employment, (4) change in work schedule as required by an employer, or (5) other emergencies deemed appropriate by the instructor.

► Students with Disabilities

The Americans with Disabilities Act states: Reasonable accommodation will be provided for all persons with disabilities in order to ensure equal participation within the program. If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor and document the disability through the Disability Resource Center (797-2444), preferably during the first week of the course. Any request for special consideration relating to attendance, pedagogy, taking of examinations, etc., must be discussed with and approved by the instructor.

► Grievance Process

Students who feel they have been unfairly treated in matters other than (i) discipline or (ii) admission, residency, employment, traffic, and parking-which are addressed by procedures separate & independent from the Student Code-may file a grievance through the channels and procedures described in the Student Code: Article VII Grievances.

