COURSE SYLLABUS TEMPLATE

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York
Department of Media Arts and Technology

Title of Course: MMA 235 Visual Communication and Design

Class Hours: 2 **Laboratory Hours: 2**

Semester **Credits: 3cr**

Instructor Information (Phone#, Office#, email)_____

Course Description:
This class builds upon principles and skills learned in Foundations of Digital Design (MMA 100). Students will apply the principles underlying effective visual communication to increasingly complex design problems. Projects may include poster design, symbols and logos, editorial design, information design, visual identity and branding and other design systems. Critical analysis of design problems and the creative design process will be emphasized. Students will complete reading and writing assignments in addition to problems in visual communications and design.

Basic Skills: Writing Index 55+ or ESL 94

Prerequisites: MMA 100 or ART 100 or ART 101

Corequisites: none

Course Student Learning Outcomes (Students will be able to…)	**Measurements (means of assessment for student learning outcomes listed in first column)**
1. Create 3 highly developed and refined pieces for your design portfolio	Design Assignments & Portfolio Projects
2. Apply a deeper knowledge of Adobe Illustrator, and how to use Illustrator with Photoshop and InDesign. Remember which program to use for what and when.	Quizzes and Design Assignments & Portfolio Projects
3. Analyze examples of visual communication design from professional industry.	Journal/sketch book
4. Describe and discuss visual communication design work created in the classroom.	Project Presentations
5. Evaluate visual communication design work created in the classroom.	Peer Critiques with graded participation evaluations

Below are the college's general education learning outcomes, the outcomes that are checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

	General Education Learning Outcomes	Measurements (means of assessment for general education goals listed in first column)
☐	**Communication Skills-** Students will be able to write, read, listen and speak critically and effectively.	Writing Assignments, Class critiques and quizzes
☐	**Quantitative Reasoning-** Students will be able to use quantitative skills and the concepts and methods of mathematics to solve problems.	
☐	**Scientific Reasoning-** Students will be able to apply the concepts and methods of the natural sciences.	
☐	**Social and Behavioral Sciences-** Students will be able to apply the concepts and methods of the social sciences.	
☐	**Arts & Humanities-** Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre or literature.	
☐	**Information & Technology Literacy-** Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Design Assignments & Portfolio Projects
☐	**Values-** Students will be able to make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.	

Required Text

Graphic Design: The New Basics Paperback: Second Edition, Revised and Expanded.
Author: Ellen Lupton, Jennifer Cole Phillips
Publisher: Princeton Architectural Press, 2nd Edition
ISBN: 161689332X; 978-1616893323

Other Resources

Use of Technology (If Applicable)

Adobe Creative Cloud Software

Evaluation and Requirements of Students

- Design Assignments and class participation: 20%
- Project One: 20%
- Project Two: 20%
- Project Three: 20%
- Quizzes: 20%

Outline of Topics

- Photo Editing
- Explore, critique, and evaluate basic composition, and aesthetic elements of photographic images
- Obtain images using a scanner, camera, and screen capture techniques
- Select images appropriate to a particular aesthetic for a specific digital product
- Understand career options in digital imaging and design.
- Color models and profiles + colorizing (duotones +)
- Layers and Compositing
- Photo Retouching
- Photomontage

- Intellectual property and digital imaging, metadata and watermarking

Class Participation
Participation in the academic activity of each course is a significant component of the learning process and plays a major role in determining overall student academic achievement. Academic activities may include, but are not limited to, attending class, submitting assignments, engaging in in-class or online activities, taking exams, and/or participating in group work. Each instructor has the right to establish their own class participation policy, and it is each student's responsibility to be familiar with and follow the participation policies for each course.

BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.

Single Stop www.bmcc.cuny.edu/singlestop, room S230, 212-220-8195, singlestop@bmcc.cuny.edu. If you are having problems with food or housing insecurity, finances, health insurance or anything else that might get in the way of your studies at BMCC, come by the Single Stop Office for advice and assistance. Assistance is also available through the Office of Student Affairs, S350, 212-220-8130, studentaffairs@bmcc.cuny.edu.

Counseling Center www.bmcc.cuny.edu/counseling, room S343, 212-220-8140, counselingcenter@bmcc.cuny.edu. Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits.

Office of Compliance and Diversity https://www.bmcc.cuny.edu/about-bmcc/compliance-diversity, room S701, 212-220-1236. BMCC is committed to promoting a diverse and inclusive learning environment free of unlawful discrimination/harassment, including sexual harassment, where all students are treated fairly. For information about BMCC's policies and resources, or to request additional assistance in this area, please visit or call the office, or email olevy@bmcc.cuny.edu, or twade@bmcc.cuny.edu. If you need immediate assistance, please contact BMCC Public safety at 212-220-8080.

Office of Accessibility www.bmcc.cuny.edu/accessibility, room N360 (accessible entrance: 77 Harrison Street), 212-220-8180, accessibility@bmcc.cuny.edu. This office collaborates with students who have documented disabilities, to coordinate support services, reasonable accommodations, and programs that enable equal access to education and college life. To request an accommodation due to a documented disability, please visit, call the office or email.

BMCC Policy on Plagiarism and Academic Integrity Statement
Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the

original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's Web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).