

:: Cuyahoga Community College :: VC&D-2700 Media Design ::

Campus: Western **Room:** C119 **Semester:** Spring 2011

Time: M/W 12:00p – 1:50p

Instructor: Gary Meacher

E-mail: gary.meacher@tri-c.edu

Office Hours: *By appointment only*

Prerequisite

VC&D-2200 Multi-Page Layout and Design or concurrent enrollment, and VC&D-1400 Imaging and Design or concurrent enrollment; or VCPH-1450 Digital Imaging or concurrent enrollment, and VCDP-1260 Digital Page Layout or concurrent enrollment; or ITWM-1010 Creating Web Pages with HTML and Java Script (non VC&D students) or concurrent enrollment or dept. approval.

Course Description

Comprehensive media course from initial concept to presentation. Interaction of type, image, motion, sound, and sequence in staging for various advertising media formats including commercials.

Materials & Reading

Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Ed (2005)

Author: Steve Krug

Publisher: New Riders Press

ISBN: 0321344758

Hot-Wiring Your Creative Process: Strategies for Print and New Media Designers (2006)

Author: Curt Cloninger

Publisher: Peachpit Press

ISBN-10: 0-321-35024-3

(Recommended)

Digital Foundations: Intro to Media Design with the Adobe Creative Suite (2008)

Author: Xtine Burrough, Michael Mandiberg

Publisher: Peachpit Press

ISBN-10: 0-321-55598-8

External Storage

External HD or USB Flash Drive (aka Thumb Drive, Stick Drive, etc...)

Attendance

Regular class attendance is required. A student may be withdrew for excessive absence if the student has missed the equivalent of three hours of instruction. Arrangements can be made with the Instructor prior to any absence (within reason). Excessive absence and tardiness will not only hinder the progress of the student but is disrespectful to the time of the Instructor and fellow classmates. If you know you will be missing a class please send your instructor an e-mail before class to document any issues.

Withdraw

Students may withdraw from any semester course prior to the end of the twelfth week of the full term, or 80 percent of any instructional part of term. Specific withdrawal dates are available by term in the Campus Admissions and Records Offices or published in the schedule of courses.

Up to the last day of the twelfth week of the semester, a student may withdraw from a course(s) for any reason. Withdrawal from a course prior to the last day of the second week of the semester will have no notation made in permanent records. Withdrawal thereafter will be noted with a "W."

If a student misses class time for the equivalent of one week of instruction, an instructor has the option to withdraw the student for excessive absence. The instructor may elect not to exercise this option, however, and it is the student's responsibility to make sure that an official withdrawal takes place.

All transactions involving withdrawal from courses shall be done in writing and on forms provided by the college. A student's failure to attend classes shall not constitute an official withdrawal. The withdrawal date for this course is _____.

Homework/Exercises/Projects:

This class will be driven by critique and class discussion. Much of your progress will depend on work done outside of class. Projects will consist of Identifying problems, researching, conceptualizing and developing a finished product.

Due Dates & MAKE-UP POLICY:

All exercises and assignments are due at the START of class on the date they are due. If you arrive late to class your work is late. Making up material and class time will be on a case by case basis. Missed assignments in conjunction with an excused absence will be due the following class. Any test, quiz, or assignment that is late will be automatically marked down 10% for each day it is late, unless arrangements were made prior to the deadline.

EVALUATION:

10%	—	Participation
30%	—	Exercises/Homework
60%	—	Projects

GRADING POLICY/SCALE:

A	—	90 – 100%
B	—	80 – 89%
C	—	70 – 79%
D	—	60 – 69%
F	—	00 – 59%

INCOMPLETE (I) GRADES:

A notation of "I" indicates that a student has not completed all course requirements as a result of circumstances judged by the instructor to be beyond the student's control. A student must complete all course requirements no later than the end of the sixth week of the academic term following the semester in which the "I" was noted. Failure to complete such requirements will result in an "F" (failing) grade.

ACADEMIC CREDIT:

In order to award one (1) semester hour of college credit, the Ohio Board of Regents requires two hours of significant student study outside of class for each one hour in class for the equivalent of an academic semester (16 weeks).

DISABILITIES

Students with disabilities at Cuyahoga Community College are expected to take an assertive role in communicating with faculty and staff members about their need for reasonable accommodation. Feel free to speak with the instructor in private or take time to speak with someone in the Access Office (WLA 102) or by phone(216-987-5117).

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please contact me as soon as possible.

SCHEDULE

May be modified at any time to meet the educational needs and priorities of the class

Week 1

- 1/17 No Class : MLK Day
- 1/19 Syllabus Review : Process

Week 2

- 1/24 Process : Research
- 1/26 Research : Sketching

Week 3

- 1/31 Critique
- 2/2 Revisions / Critique

Week 4

- 2/7 Project 1 Due / Presentations
- 2/9 Introduce Project 2

Week 5

- 2/14 Critique
- 2/16 Revisions / Critique

Week 6

- 2/21 Critique
- 2/23 Revisions / Critique

Week 7

- 2/28 Critique
- 3/2 Revisions / Critique

Week 8

- 3/7 Project 2 Due / Presentations
- 3/9 Introduce Project 3

SPRING BREAK 3/14 – 3/20

Week 9

3/21 Critique
3/23 Revisions / Critique

Week 10

3/28 Critique
3/30 Revisions / Critique

Week 11

4/4 Critique
4/6 Revisions / Critique

Week 12

4/11 Project 3 Due / Presentations
4/13 Movie

Week 13

4/18 Movie
4/20 Critique

Week 14

4/25 Critique
4/27 Revisions / Critique

Week 15

5/2 Critique
5/4 Revisions / Critique

FINAL

5/11 Final Project Due (11:30 a – 1:30 p) / Presentations