

INSTRUCTOR CONTACT INFORMATION:

Beverly West Leach
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INSTRUCTORS EDUCATION:

M.F.A. – The Pennsylvania State University, State College, PA
B.F.A. – Columbus College of Art and Design, Columbus, OH

OFFICE HOURS:

I'm available by email at any time. Troy instructors are required to respond to student messages within 24 to 48 hours. For personal assistance, my office hours are Monday/Wednesday 11:30am – 1:30pm, or by appointment, Malone Hall, room 123.

CATALOG DESCRIPTION:

Exploration of desktop and web-based publishing. Production content, research, imagery, and development of paper and web-based publications.

COURSE DESCRIPTION:

This class is an exploration of the process associated with the calling of graphic design. Paper/Screen relates to the output of the solutions that will be generated in this class, specifically those associated with paper-based publishing media and also those solutions optimized for the screen. Although we will focus on the Macintosh platform as a work space – and as a technology it figures prominently within our discipline – the focus of this course is on the concepts and processes needed to excel in the field. Although proficiency in the technology is imperative to your success in this course, keep in mind that the current technology will have shifted by the time you exit this program. Additionally, there are non-technical skills that are vitally important – such as how you present yourself and your work, and your ability to clearly and intelligently speak about your own work and that of your peers.

Our class time will consist of lectures, demos, projects, research, readings, critiques, presentations, writings, field trips, etc., with the heaviest focus being completion of projects and their evaluation.

TEXTS:

Evan, Poppy. *Forms Folds Sizes: All the Details Graphic Designers Need to Know But Can Never Find*. Rockport: Massachusetts, 2004. ISBN 1-59253-054-0

Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors and Students*. Princeton Architectural Press: New York, 2004. ISBN 1-56898-448-0

Heller, Steven & Teresa Fernandes. *Becoming a Graphic Designer: A Guide to Careers in Graphic Design, 3rd Edition*. Wiley and Sons: New Jersey, 2006. ISBN 0-471-71506-9

CCFA COMMON READING INITIATIVE:

The College of Communication and Fine Arts is piloting a Major Field Reading Initiative (MFRI) for 2009-2010 as part of the QEP – Quality Enhancement Program for Troy University. All students enrolled in CCFA courses on the Troy campus will be encouraged to read the book, "**TWILA THARPE, *The Creative Habit, Learn It and Use It for Life***" and attend MFRI-related Fine Arts Events. However, some CCFA courses may require "The Creative Habit" and participation in MFRI events as part of the course requirements.

SUPPLIES REQUIRED:

Dedicated sketchbook/notebook, black pens, pencils, erasers, metal ruler, typographers ruler, x-acto knives, blades, storage media (portable hard drive, cdrs/dvds. Usb jump drives) digital camera, black mounting board (foamcore, illustration board, matt board), presentation folders, high quality printer paper, tapes and adhesives, etc. This should be considered a partial list, additional supplies might be necessary.

ATTENDANCE POLICY:

Attendance is Mandatory (including all field trips) and is a strong determinant of your success in this course. A minimum of two weeks notice will be given for any activities outside of class time. Mental and physical absences and tardiness will adversely affect your final grade in this course. **For each unexcused absence after two absences your final grade earned will drop one letter grade. Four unexcused absences will result in a failing grade. Absenteeism includes late arrivals and early departures (2 of these = one absence). Attendance policy is strictly adhered to.**

The only expectable reasons for excused absences are: a school function with a written departmental excuse, funeral notice, infirmity slip from a doctor or police report. All excused absences are required to have formal written notices presented immediately. NO EXCEPTIONS.

POLICIES:

There will be no food or drink allowed in the lab at any time. No headphones, cell phones, iphones, ipods, texting devices, or online diversions allowed during class time – you will be asked to leave class if found violating this policy and it will count as an absent.

STUDENT EXPECTATION STATEMENT:

It is YOUR responsibility to keep up with the project assignments.

SUBMITTING ASSIGNMENTS:

Your projects will have assigned due dates. NO LATE WORK IS ACCEPTED in this course. All projects are expected to be the result of that individual student's effort.

GRADING SCALE:

- A** = (100-90) Professional caliber, work that achieves excellence in most if not all, specified criteria.
Solution is conceptually exemplary, beautifully crafted, and very ambitious.
- B** = (89-80) Very strong; solution presented meets and exceeds the assignment given.
Conceptually and technically strong, but with room for improvement.
- C** = (79-70) Average. Criteria of assignment have been met, but without exception as far as creative solution, or the quality of the final construction or presentation.
- D** = (69-60) Poor, although some effort is in evidence it is significantly deficient in concept or execution.
- F** = (59 and below) Little or no effort or care evident.

Grades will be calculated on a point system. As attendance is mandatory it will not count toward your grade, although absences can and will detract. Your final grade will be weighted to reflect the content of this course.

INCOMPLETE GRADE POLICY:

If for some reason a student is unable to complete the required coursework or attend classes due to some extenuating circumstances, the student may request an academic withdrawal from the University OR the student may petition for an "INC" grade. However, our departmental policy is that a student must have completed at least 80% of the coursework up to that point to make such a petition. Otherwise, an academic withdrawal through University Records is the recommended course of action..

Adjunct instructors are often employed on a temporary basis and therefore seldom except incomplete or "INC" request.

Note: A grade of incomplete or "INC" is not automatically assigned to students, but rather must be requested by the student by submitting a Petition for and Work to Remove an Incomplete Grade Form. Requests for an incomplete grade must be made on or before the date of the final assignment or test of the term. A grade of "INC" does not replace an "F" and will not be awarded for excessive absences.

NON-HARASSMENT, HOSTILE WORK/CLASS ENVIRONMENT:

Troy University expects students to treat fellow students, their instructors, other TROY faculty, and staff as adults and with respect. No form of "hostile environment" or "harassment" will be tolerated by any student or employee.

AMERICANS WITH DISABILITY ACT (ADA):

Troy University supports Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, which insure that postsecondary students with disabilities have equal access to all academic programs, physical access to all buildings, facilities and events, and are not discriminated against on the basis of disability. Eligible students, with appropriate documentation, will be provided equal opportunity to demonstrate their academic skills and potential through the provision of academic adaptations and reasonable accommodations. Further information, including appropriate contact information, can be found at the link for Troy University's Office of Human Resources at: <http://www.troy.edu/humanresources/ADAPolicy2003.htm>

HONESTY AND PLAGIARISM:

The awarding of a university degree attests that an individual has demonstrated mastery of a significant body of knowledge and skills of substantive value to society. Any type of dishonesty in securing those credentials therefore invites serious sanctions, up to and including suspension and expulsion (see Standard of Conduct in each TROY Catalog). Examples of dishonesty include actual or attempted cheating, plagiarism*, or knowingly furnishing false information to any university employee.

*Plagiarism is defined as submitting anything for credit in one course that has already been submitted for credit in another course, or copying any part of someone else's intellectual work their ideas and/or words published or unpublished, including that of other students, and portraying it as one's own. Proper quoting, using strict APA formatting, is required, as described by the instructor. All students are required to read the material presented at: <http://troy.troy.edu/writingcenter/research.html>

Students must properly cite any quoted material. No term paper, business plan, term project, case analysis, or assignment may have no more than 20% of its content quoted from another source. Students who need assistance in learning to paraphrase should ask the instructor for guidance and consult the links at the Troy Writing Center.

This university employs plagiarism-detection software, through which all written student assignments are processed for comparison with material published in traditional sources (books, journals, magazines), on the Internet (to include essays for sale), and papers turned in by students in the same and other classes in this and all previous terms. The penalty for plagiarism may range from zero credit on the assignment, to zero in the course, to expulsion from the university with appropriate notation in the student's permanent file.

LIBRARY SUPPORT:

The Libraries of Troy University provide access to materials and services that support the academic programs. The address of the Library Web site is <https://library.troy.edu>. This site provides access to the resources of all Campus and Regional Libraries, as well as to resources such as the Library's Catalog and Databases.

FACULTY EVALUATION:

In the final week of each term, students will be notified of the requirement to fill out a course evaluation form. These evaluations are completely anonymous. You are encouraged to complete these evaluations, your input and comments are appreciated.