

Course: Graphic Design 3 - College Now
Teacher: Mr. Eagen
 541-790-5146
 eagen@4j.lane.edu — <http://staff.4j.lane.edu/~eagen>

Course Content: This trimester elective course will emphasize graphic design principles, techniques and software. Successful completion (B grade) in Graphic Design 1, 2A, 2B and consent of the instructor are prerequisites for the course. Students need to have a working knowledge of Illustrator and Photoshop and the design process. Students will use Macintosh computers, cameras, scanners, printers, etc. Regular attendance, good behavior, the ability to concentrate, turning in assignments on time, and a sincere effort to understand will result in successful learning. Grades follow. Any student can earn an "A" grade in this class regardless of natural artistic talent if he/she will apply him/herself and take responsibility. This class will operate as much like a business as possible. We will be working for paying clients and we will follow procedures and etiquette of the professional graphic design world.

Expectations: It is important to understand these things right up front:

- Procrastination is devastating. You (and you alone) **MUST** manage your time efficiently.
- You are expected too strive for excellence. Mediocrity is not what this program is about. This is a college class.
- Attendance is crucial.
- You will be dealing directly with the public throughout the course of the semester. In addition to representing Churchill High School you also represent me! I take my job and my reputation very seriously. I expect that you will conduct yourself in a manner which is above reproach when you are working with your client.
- You can also expect these standards of your teacher.

Opportunities: Students will have the opportunity to earn graduation honors in graphic design. Additionally, students may complete their LEAP requirements in this course.

ATTENTION

Attendance: Class will start on time and students are expected to be ready to learn when the bell rings. Personal responsibility includes punctuality. Due to the nature and pace of the course it will be nearly impossible to pass the course with poor attendance.

We will be treating a significant portion of this term as an entry level job simulation. This means that you will use a "time card" like you would at an entry level job in the real world. For situations which you know about ahead of time (athletic events, family vacations, religious activities, etc.) you will need to communicate with Mr. Eagen in a timely manner. If you have a legitimate illness then you need to call me (790-5146) or email me (eagen@4j.lane.edu) in exactly the same manner that you would for your boss at McDonalds.

Absences during our simulation period need to be made up during open lab or by appointment.

- 2nd tardy - meeting with instructor
- 3rd tardy - call home
- 4th tardy - possible withdrawl from program
- 1st absence without reasonable communication - call home
- 2nd absence without reasonable communication - likely withdrawl from program

I understand this: _____
 sign & date here

ATTENTION

College NOW: This course articulates with LCC’s course called ART216 - Digital Design Tools (4 units). As part of the articulation agreement, Churchill students who expect to earn college credit will be held to the similar attendance and academic standards that LCC students are held to. In order to earn college, you must:

- successfully completed (B grade) in GD1, GD2A, and GD2B
- complete **all** assignments
- each late assignment will lower the LCC grade by 5%
- each absence that’s not made up will lower the LCC grade by 5%
- multiple tardies & absences - individual basis - withdrawal is likely

I understand this: _____
 sign & date here

Behavior: Good behavior, to me, means treating other people with respect, giving yourself and others the chance to learn, and giving me the chance to teach. Behavior which is disruptive or endangers students and/or equipment will not be tolerated.

Food/Drink: No food is to be brought into the classroom...period. Water bottles must have a cap and can’t go near a computer.

ATTENTION

Cell Phone: Sometimes there is a very legitimate use for the phone as a tool. When this is the case, I expect you to ask me prior to using your phone. Churchill’s cell phone policy will be followed.

Let’s not play the game. PUT THE PHONE AWAY! This is a business and you are an employee. Texting, Instagram, Snapchat, or whatever app is the flavor of the day is not an appropriate use of company time.

I understand this: _____
 sign & date here

Classroom Hours: The classroom is not necessarily open on a “drop in” basis because of other classes which use the room. However, you are the varsity graphic design team and as such you will have more access to the lab than other students. Check with Mr. Eagen about outside of class times that you can use the lab.

Materials fee - required: Within the first 2 weeks of class, furnish \$15.00, cash or check. Checks are to be given to the school finance office and should be made payable to Churchill High School. If you are on the free & reduced lunch program and the materials fee truly presents a financial burden, then speak me privately. If you would like to pay the fee in installments, then please speak with me privately.

USB flash memory drive - required: Students are required to obtain a flash drive and bring it **every class period**. There is no need to spend a lot of money. A \$6 flash drive will work perfectly for our purposes. If this presents a financial hardship then please have your parent/guardian contact me within the first 2 weeks of the semester.

Grading Policy & Philosophy: Grading for this class will be unlike any other class on campus. Students are essentially both college students as well as employees. Students' grades are a result of their level of work ethic, participation, attitude, and initiative.

Course grades are based on the following grading scale:

- A** (100% - 90%) "You **applied** it"
- B** (89% - 80%) "You **learned** it"
- C** (79% - 70%) "You **did** it"
- D** There is no D option for a college class
- NP** (69% - 0%)

ATTENTION

Due Dates: It will be made clear through several avenues (including the class web site) when assignments are due. Assignments need to be turned in within their corresponding time frame. There will be a few specific homework assignments which are due on a specific date.

Late Work: We are dealing with real clients who are paying us real money. They will set many of the deadlines. Late work is not acceptable in the college and working worlds and so it is not acceptable in this program as well.

Late work will be handled on an individual basis and will involve a meeting with the instructor. Credit may be denied for late work.

Communicate. Communicate. COMMUNICATE. In the real world (and in college) **timely communication** is the key to happiness and essential for avoiding uncomfortable and awkward situations.

I understand this: _____
sign & date here

Professional Dress Days: There are a handful of days that will be doing critiques, interviewing clients, dealing with the public, and making presentations. When this is the case you are expected to dress in a manner that meets workplace standards.

Men: collared shirt, slacks, clean shoes (not sneakers), necktie (optional), shirt tucked in, clean clothing

Women: dress pants (slacks) or skirt (below the knee), blouse (appropriate - not skimpy), sensible dress shoes, blazer (optional)

You will be notified of professional dress days well in advance. If this presents a financial burden, then communicate with me well in advance of the first professional dress day and I will help you solve the problem.

Units of Study:


- SWOT analysis
- tshirt design & standards
- CMYK vs RGB vs spot color vs PMS colors
- copyright vs public domain vs royalty free
- critique
- live client job
- presentation skills
- business card standards - possible unit
- brochure design - InDesign - possible unit
- resume - possible unit

Si necesita más información en Español sobre esta clase, por favor comuníquese con Marcos Alvarado al 541-790-5151 o por correo electrónico alvarado_m@4j.lane.edu.

PARENTS - THE SHORT FORM

_____ per 1 2 3 4 5
 print student name

Your child is enrolled in the capstone course of the Graphic Design Academy. This is the varsity team. I encourage you to read through the nity gritty of syllabus. However, I understand that you are busy and so here is the condensed list of items that are very important for you (the adult parent) to understand:

1. This is a **college** class.
2. We will run a large portion of the term is a workplace simulation with a real live client involved. Part of my job is my job to prepare your child for the expectations of the real world in terms of responsibility, workplace expectations, college expectations, time management, problem solving, and life lessons.
3. I have your child’s best interests in mind. Be assured that there is a legitimate reason for everything that we do in class. Your child may inform you that *“Mr. Eagen is mean...his expectations are too high...he won’t let me stream Netflix in class...he expects me to work EVERY day...etc.”* Please know that I truly want to send your child into the real world as a prepared as possible. To quote the great 21st century philosopher Mike Wazowski, ***“I scare because I care.”*** 
4. I’m a parent of teenagers myself. I get it; I feel your pain. Please help me make this an enjoyable experience for your child by checking in with him/her regularly. I’m not going to overwhelm them with assignments and homework, but they are expected to actively participate and put in an honest effort daily. **Please help me reinforce the importance of personal responsibility, wise time management, and COMMUNICATION!** Let’s address issues sooner rather than later. The best way to initially contact me is via email (eagen@4j.lane.edu). I’m a morning person so feel free to call me at 541-790-5146 between 6:15 and 8: 15am if you’d like.

Special Note Regarding Cell Phone Usage: I am on the offensive with cell phone usage in class. In my 25 years of teaching, I’ve found that these devices have had some of the best and worst impacts on the educational process. It has become a literal addiction to the point of serious concern. The addictive endorphin release is simliar to that of drugs...Google it. Additionally, the distractions caused by texting are relentless. I am setting very serious and clear expectations in terms of appropriate cell phone usage in this class. If a student can’t get a handle on it, they will be referred to school administration.

We have had a discussion about the expectations of this capstone course:

_____ student sign & date here

_____ parent/guardian sign & date here

Sign, date and return to Mr. Eagen.

The syllabus is available online (staff.4j.lane.edu/~eagen) if you would like to keep a copy.