



Contact

Instructor: Curtis Stage
 Professor - Chair of
 Arts, Media, &
 Performance
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Office: AMP 202a
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Office Hours:
 M: 1pm to 4:30pm
 W: 3:15pm to 5:30pm

Connect

Find us on Social Media

- Facebook Page
- Instagram
- Twitter

Materials

Textbook: None

Notebook &/or Sketchbook

USB or Hard Drive

Recommended: Online
 Storage, Adobe CC



LAMC - Mission Statement

Los Angeles Mission College is committed to the success of our students. The College provides accessible, affordable, high-quality learning opportunities in a culturally and intellectually supportive environment by... Ensuring that students successfully transfer to four-year institutions, prepare for successful careers in the workplace, and improve their basic skills; Encouraging students to become critical thinkers and lifelong learners; Providing services and programs that improve the lives of the diverse communities we serve.

Course Description

Students apply the principles of design to an electronic medium while developing the skills necessary to digitally manipulate graphic images and text with Adobe Photoshop. Students also learn the basics of Adobe Illustrator and integrate Photoshop materials with Illustrator documents.



Course Student Learning Outcomes

- 1.) Create multimedia projects while employing proficient software expertise and design principles.
- 2.) Construct design that integrates bitmap imagery, text, and vector graphics into a composite image.
- 3.) Critique, distinguish and explain successful design elements within multimedia projects.

Teaching Methods

1. Instructor Lectures
2. Software and Design Demos
3. Class Critiques
4. Video Tutorials

Canvas

The course will use CANVAS which will have available notes, announcements, assignments, viewable grades, etc. you will submit assignments through this

Course Relationship to the Multimedia Program

Multimedia 100 is the base course serving all three of our Certificates and AA Degrees. It is geared towards Graphic Design but is valuable in all concentrations.

The 3 AA Degree Concentrations/Certificates to choose from are:

1. Animation and 3-D Design
2. Graphic and Web Design
3. Video Production

<http://lamission.edu/Multimedia/Home.aspx>



Teaching Philosophy

I feel that my role in student education at Los Angeles Mission College is to facilitate and mentor student development in conceptual thinking, technological skills, and professionalism. This development is an ongoing process that begins when students start the Multimedia program and develop while they are with us and continues after they leave. I feel it is vital the students develop their own passion for reflective, self-directed, life-long learning.

I try to maintain a neutral orientation relative to individual style and viewpoint and I appreciate the uniqueness of every student. I foster a creative classroom environment that encourages students to recognize their capabilities and find ways to reach beyond them. The aim is in creating a community and collaborative environment where students gain confidence to work together that will position them with better tools to move on to the next level of education and/or career.

Student Evaluation

This class is comprised primarily of classroom instruction reinforced by in-class and out-of-class MM 500 Lab (Homework and Online) exercises, online research & discussion, and 3 in-depth projects, all of which will count toward your final grade. There are also 5 Quizzes, which cover the material presented during the class periods preceding each Quiz. Finally, participation (both in-class and online) and student professional conduct are evaluated and contribute to your final grade.



Grading

“A” level grade: Thinking and execution clearly stand out; exhibits mastery of problem solving, design technique and presentation. Exhibits mastery of learning outcomes.

A 93-100 points
A- 90-92 points

“B” level grade: Grasps subject matter at a level considered to be good to very good. Exhibits partial mastery of learning outcomes.

B+ 87-89 points
B 83-86 points
B- 80-82 points

“C” level grade: Demonstrates a satisfactory comprehension of the subject matter, and exhibits sufficient understanding and skills to progress in continued sequential learning.

C+ 77-79 points
C 73-76 points
C- 70-72 points

“D” level grade: Quality and quantity of work is below average, exhibits only partial understanding and skills are not acceptable to progress in graphic design.

D+ 67-69 points
D 63-66 points
D- 60-62 points

“F” level grade: Late or Not Submitted.
F 59%- 29.5-0 points

Grading Criteria

Concept, Idea, and Visualization Rubric

A Grade Level: A coherent concept with a high degree of originality and sophistication.

B Grade Level: Some coherency of concepts. The idea is stated with visual elements but needs to be clearer or more strongly evident.

C Grade Level: Lacks general coherency of concepts. Visual elements do not clearly lead the viewer to the intended idea but still have integrity.

D and F: Unacceptable, Late or not Submitted

Composition and Design Rubric

A Grade Level: Shows strong internal integrity of the visual elements. Nothing needs to be added or removed.

B Grade Level: Shows weaknesses in the internal integrity of the visual elements. Many visual elements need to be added or removed. Framing needs definite adjustment.

C Grade Level: Very little internal integrity of the visual elements. Most visual elements need to be rethought.

D and F: Unacceptable, Late or not Submitted

Technical Rubric

A Grade Level: Shows mastery in the use of digital techniques to attain assignment parameters.

B Grade Level: Shows some command of the use of digital techniques to attain some of the assignment parameters.

C Grade Level: Shows limited command of the use of digital techniques to attain a few of the assignment parameters.

Project & Assignment Submission

All final projects & assignments are to be submitted digitally on Canvas and/or Via our Network Drive.

Students are required to back up of all work as it is completed. Loss of data is no excuse for not having work.

The aim is in creating a community and collaborative environment where students gain confidence to work together that will position them with better tools to move on to the next level of education and/or career.

In the real world, if you're late with your assignments, or your assignments are incomplete you can lose your job and damage your professional reputation. It is crucial that you plan your time well to get all of your assignments completed. Plan ahead in the event something goes wrong with your final presentations. If projects are turned in on time but are not completed, penalties will be determined based upon level of completion.



Course Content and Scope

Emphasis on use of Adobe Photoshop as a tool to design, organize and compose visual images and to blend images with text to create graphics for print or web. Fundamental Photoshop skills acquired and practiced in a manner that engages creativity and encourages experimentation.

Course Project Objectives and Overview

1. Thematic Works of Art connecting to the Elements and Principles of Design

Create a series of artworks based on a selected theme which integrates art historical styles, such as Cubism, Surrealism, and Pop Art. Research and develop ideas by searching the Internet and Library. Thumbnail, select images and compose artwork using Photoshop Tools and Techniques. Print and mount for presentation.

2. Advertising Concepts and Layout Design

Design a series of advertisements for a product line that expresses a consistent concept and marketing strategy. Research various advertising campaigns. Develop a unique look utilizing the tools of Illustrator and Photoshop, develop images and type to create a dynamic image for the product.

3. Visual Identity

Develop a visual identity system for a business. The project includes logo design, color system, and font specification.

4. Critique and Participation

Verbally analyze and appraise work of peer group using art and design specific terminology. In written format



What does Success look like?

Attendance and Participation

Class attendance is an important part of the course experience. Most of the course content is only available by attending class. You are responsible for obtaining any notes that you missed during an absence, either from a classmate or from the Canvas site. Participation in class discussions, labs, and student professionalism are all factored into your classroom grade.

Missing a class is going to happen - missing classes in a row is going to be difficult for the student to catch up. My lessons are layered so one topic leads to the next. If you must miss a class, please notify me, either by e-mail or in person, prior to class so arrangements can be made.



Tips

1. Attend class (thanks Captain Obvious): Choose to attend all class periods on time and don't leave early. If you are absent on a day try and work with a partner to get caught up. Also, knowledge in any technology-based class is extremely cumulative. What you miss one day will continue to hurt you throughout the rest of the course.
2. Don't Multitask-: Pay attention in class. When you Multitask outside of the given topic... way less information is getting solidified in your brain!
3. Dig Deep: Attempt all work not for the sake of just doing it, but trying to understand the concepts, learning them in the process. "Practice makes perfect" applies not only to music and sports but also in learning. Be sure to schedule sufficient time to complete your assigned tasks before the next class period.
4. Get Help: Sometimes we are scared to admit we don't know something or how to do something: Consult with Curtis via Email or other social media device/app. Look online for further information - THAT MEANS RESEARCH. Come use the LAB - A LOT!
5. DO a Little Something Every Day: Don't leave all the work until the weekend. No one can "digest" so much crazy technology all at once, no matter how much time you spend trying. This stuff is best studied in bite-sized, digestible pieces. It is like learning a language or hitting a baseball.
6. Get Organized and Learn to Take Good Notes: Do I really need to elaborate on this- If so- then you are NOT organized and you are not a good note taker. Science proves these things can help!
7. Collaborate: Find other students to work with. Group work is very productive. You will learn from each other!

How Much Time Should We Put In?



As a technical, and Art/Design course, students should expect to spend 3-8 hours per week of time outside of class working on online material, projects, and exercises assigned for class. The more time you spend working on this material - the more you are going to comprehend and the more successful you may be.

Here is a link to the Lab hours: [LAMC Lab Page](#)

The Lab is for work on Projects outside of class time. It is intended to give students the opportunity to become good at their craft and get help from Lab Tutors. Expect to work on your Projects at least 2 hours a week outside of class and the Lab is where you can do this. Take advantage of our facility!

What You can expect from Me as a Teacher

1. I am Nice - but "Creatively Blunt"
2. I am actually here for YOU guys- that's right - you heard it right...
3. I like to challenge myself and students to do their best... I see limitations or obstacles that may be in your way... my job is to help you navigate around them.
4. I am willing to fail occasionally - knowing that it will propel me forward - As an Artist, you have to trust this- and use it.
5. I will ask you as many questions as you will ask me.

Project Breakdown

Possible Points

Assignment 1 - You Bio	10
Assignment 2 - Why Design	10
Assignment 3 - Art & Design	10
Quizzes x 5	50
Project #1 - Cubism, Surrealism, and Pop Art in Design	50
Project #2 - Sports Graphic Design Ad	50
Project #3 - Restaurant Branding	50
Critique/Discussion Participation	20
Total:	250

Success Rubric	GRADE	QUALITY	EXPLORATION	WORK	DISCUSSIONS	ATTENDANCE
	A	Outstanding	Insightful, generous, energetic	Excellent form & content	Always prepared for class, makes intelligent & considered contributions	Always present, work in on time
	B	Good	Inquisitive, engaged	Good form & content	Usually prepared for class, able to make interesting contributions	Always present, work in on time
	C	Average	Just sufficient	Holds together, but unconvincing	Not always prepared, only able to make obligatory contributions	Misses some classes, work sometimes late
	D	Poor	Limited, formulaic	Work thrown together just before class	Only makes very limited contributions	Excessive absences, work late & incomplete
	F	Unsatisfactory	Virtually none	Virtually none	Makes almost no contribution	Absent most of the time

Important Dates

August 10, 2020	First day
February 14, 2020 - February 17, 2020	Presidents Day COLLEGE CLOSED
February 23, 2020	Last day to add with an add permission
February 23, 2020	Last day to drop classes with a refund or without incurring fees for Spring 2020
February 24, 2020	Last day to add a class with an Add Permission Code (Credit/Audit) for Spring 2020
March 31, 2020	Cesar Chavez for Spring 2020
April 06, 2020 - April 12, 2020	Spring Break for Spring 2020
April 13, 2020	Non-Instructional Day for Spring 2020
May 10, 2020	Last day to drop classes with a "W" - A letter grade is required after this date for Spring 2020
May 25, 2020	Memorial Day for Spring 2020
June 02, 2020 - June 08, 2020	FINAL EXAMS for Spring 2020



General Course Rules

Cell phones must be turned to silent mode during class. If a call must be answered, take the call outside of the classroom. While the class is happening, Lab workstations should only be used for class work—

I realize Web browsing, e-mail, Instagramming, Facebooking, Snapchatting, gameplay, instant messaging and other non-class related computer activities are tempting... BUT! these activities should not distract you or neighbors. I will not go over the material again if I find the student was not paying

1. No food or open-top drinks are allowed in the computer labs
2. Please, no video games or watching films during class, specifically during the critiques. Please don't disrupt the course with unrelated dialogue with fellow students.
3. If you must answer a phone call or text, please try to leave the room to do so.
4. Try not be tardy. I would be shortchanging the entire class if I did not begin promptly. By the same token, do not expect me to backtrack and explain things if you are late. If you are coming from the other side of campus and have issues, please let me know.
5. All written assignments must be typed. Hand-written assignments will not be accepted. All written assignments, must be submitted via the Canvas.
6. Late assignments may be accepted at my discretion, but only up to one week after the due date, A declining grade scale will be distributed before each assignment. One week after the due date late assignments will not be accepted at all. *However, you should contact the professor to discuss any extreme circumstances.
7. No Make-up quizzes will be given after the posted date. Early quizzes will be given to students who are unable to take the exam on the posted date. All requests to take quizzes early must be submitted via email to the instructor.
If you have special accommodations for Quiz and Test taking... Not a problem! Just submit the form from DSPS and we can work it out!
8. The Art & Design shown and discussed in the class cover a wide range of topics and ratings. The work may contain adult subject matter, profanity, nudity, disturbing images, or views contrary to yours. It is expected of you to act and behave in a courteous and mature manner and to extend the class the respect you would expect from others. Arrangements can be made prior to class is
11. The syllabus may change at the instructor's discretion. Students will be notified of any adjustments.

Disability Policy

LAMC students with verified disabilities who are requesting academic accommodations should use the following procedure:

1. Obtain documentation of your disability from a licensed professional. You may contact DSPTS to request a Disability Verification Form.
2. Make an appointment to meet with a DSPTS Specialist to review your documentation and discuss reasonable accommodations. To schedule a meeting, please call DSPTS at (818) 364-7732.
3. Bring your disability documentation to your DSPTS appointment. The DSPTS office is located in room 1018 of the Instructional Building.
4. Each semester, reach written accommodation agreement with DSPTS Specialist and your instructor.

The Uniquely Abled Academy - Los Angeles Mission College

A vocational training and job development program for adults on the Autism Spectrum.

The goal of UAA curriculum is to walk out with the kind of education, hands-on experience, and job skills you need in order to get and keep a job in the field.

Who can qualify?

If you were diagnosed with Autism Spectrum Disorder

If you are part of a CTE program (Multimedia and Culinary Arts)

For more information visit our open house or contact:

Araksya Arutyunyan (818) 833-3432

ArutyuA2@lamission.edu

Standards of Student Conduct and Disciplinary Action

For more detailed information, please refer to pages 50-51 in the College catalog. Any student involved in any act of plagiarism or academic dishonesty will receive a failing grade for the course. Some violations of the Standards of Student Conduct are as follows (for a full list, please refer to pages 50-51 in the College catalog):

9803.10 Willful Disobedience: Willful disobedience to directions of college officials acting in the performance of their duties

9803.11 Violation of College Rules and Regulation: Violations of college rules and regulations, including those concerning student organizations, the use of college facilities, or the time, place, and manner of public expression or distribution of materials.

9803.12 Dishonesty: Dishonesty, such as cheating, or knowingly furnishing false information to colleges

9803.13 Unauthorized Entry: Unauthorized entry to or use of the college facilities

9803.14 College Documents: Forgery, alteration, or misuse of college documents, records, or identification.

9803.15 Disruption of Classes or College Activities: Obstruction or disruption of classes, administration, disciplinary procedures, or authorized college activities.

9803.16 Theft of or Damage to Property: Theft of or damage to property belonging to the college, a member of the college community or a campus visitor.

9803.17 Interference with Peace of College: The malicious or willful disturbance of the peace or quiet of any of the Los Angeles Community Colleges by loud or unusual noise, or any threat, challenge to fight, fight, or violation of any rules of conduct as set forth in this Article.

MANAGEMENT OF STRESS AND MENTAL HEALTH:

As a student, not only do you have the pressure of succeeding in school, you may also be contending with work, financial issues, relationships, managing time effectively, getting enough sleep, etc. The staff and faculty of Los Angeles Mission College are here to provide support that will help you to be successful in your academic pursuits.

You can learn more about the broad range of confidential student services offered on campus, including counseling and mental health services, by either visiting the Student Health Center (SHC), which is currently located in the Bungalow just west of the Collaborative Studies Building*, checking out the SHC webpage at: <https://www.lamission.edu/healthcenter/> or calling: 818 362-6182.

You are also encouraged to enter the National Suicide Prevention Lifeline number (1-800- 273-8255) into your cell phone in case you or someone you know is in distress and needs someone with whom to talk.