

Business Graphics - ROP
Course Syllabus

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Room C-10
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Description: Business Graphics is a lab class in which students will be introduced to computer graphics applications, the principles of graphic communication and design, and the fundamentals of printing. The course is designed to train students to prepare visual communications for the business environment.

Objectives: At the end of the course each student will be able to do the following.

1. Use computer graphics applications such as Photoshop, Illustrator, InDesign, Flash and Dreamweaver with proficiency.
2. Understand the function of basic business communication forms and how to develop them. These will include business cards, letterheads, brochures, newsletters and websites.
3. Understand and use the principles of typography.
4. Create and edit graphic elements.
5. Analyze visual communication challenges and develop creative solutions for them.
6. Prepare artwork with an understanding of the printing processes used to reproduce the artwork.

Grading: Grades will primarily be based on projects designed to simulate assignments given in the workplace. Each project will be graded on; how faithfully directions were followed, how skillfully the computer applications were used, and how creatively a design solution was developed.

Each project will be worth a maximum of 100 points. Due dates are to be strictly observed. 5 points will be deducted for each day a project is late. Exception will be made for excused absences. Projects that have been turned in on time can be reworked and submitted for regrading before the end of the semester. Late projects will not be eligible for resubmission.

80% of the course grade will be based on the projects.
The remaining 20% will be based on student participation and conduct.

Student Signature

Date

Parent or Guardian Signature

Date