



Mrs. Casandra Cox, Instructor



575-2035



ccrumle@uark.edu



AGRI 205

Course Meeting Schedule

Online via Blackboard with lessons due each week. Coursework **MUST** be submitted online through Blackboard.

Course Content, Discussion Posts, Assignments & Grade Tracking

learn.uark.edu

Catalog Description

This course provides students with graphic design and software skills that are specific to industries in Agriculture, Food, and Life Sciences. Students will learn to use industry-standard software (InDesign, Photoshop, and Illustrator) to prepare text and graphics and package them for use in print production and also for use in fabric and textile manufacturing. **Prerequisite:** AGME 2903 or equivalent

Course Objectives

1. Understand and apply proper file management procedures and practices.
2. Develop and demonstrate an understanding of image types (raw and raster images versus vector graphics).
3. Develop and demonstrate an understanding of photograph editing and manipulation using Adobe Photoshop.
4. Understand and apply components and strategies associated with graphic design techniques using Adobe Illustrator.
5. Develop and demonstrate an understanding of publications production, including design and layout and typography using Adobe InDesign.
6. Learn to select and manipulate content and graphics to fit appropriate page designs.
7. Understand and demonstrate knowledge of desktop publishing and pre-press preparations (Adobe InDesign, Illustrator and Photoshop).
8. Create an original project in your discipline area integrating the above objectives.

Required Software, Supplies and Textbooks

In the place of a required text book, each student needs access to Adobe CC Photoshop, Illustrator and InDesign software. This software can be accessed one of the following ways:

1. Accessed, for free, via certain U of A computer labs, including AFLS B-108 and the library.
2. You can purchase a student version that includes all apps at a discounted rate, but you must pay for the full-year up front (currently priced at about \$240).
3. Individual subscriptions for software can be purchased at a slightly higher monthly rate, but do not require a full-year up front subscription. Which means you can pay for the subscription while you take the course and cancel when you complete the course.
4. You may also check into a free 30-day trial for the Adobe CC software to cut expenses during part of the course.

Software plans and purchasing options are available at <https://creative.adobe.com/plans>

Students must have at least one 8 GB USB to save course files. **You must maintain a back-up copy of all work.**

Optional Texts

Krause, J. (2010). *Color Index 2: Over 1500 New Color Combinations. For Print and Web Media. CMYK and RGB Formulas* (Vol. 7). How Books. (ISBN 13: 978-1440302626)
 Saltz, I. (2011). *Typography Essentials: 100 Design Principles for Working with Type*. Rockport Publishers. (ISBN: 13: 978-1592537402)
 Lazear, S. (2011). *Adobe Illustrator for Fashion Design*. Prentice Hall. (ISBN 13: 978-0132785778)

Course Procedures

This course will be delivered completely on-line (asynchronous). Help sessions may be offered weekly as the instructor sees fit. These sessions will be hosted via Blackboard Collaborate, and students will need to sign up for sessions. Details will be provided via course announcement and email during the first week of class. Instructor will not host session if no one signs up. Each week you are responsible for completing the lessons assigned for that week (three to four lessons). Completion of each lesson includes reviewing the materials located on Blackboard completely. This includes reviewing lesson material, reading assigned material, watching online tutorials to support your learning, and completing the software based assignment. A summary of the assignments are provided in the course schedule. **Students must complete each week’s work and post in Blackboard before Sunday at 11:59 p.m.**

Methods for Assessing Learning Objectives

The expected learning outcomes for the course will be assessed through assignments, integrated reflections (on the course discussion post), mini comprehensive projects, and a final comprehensive project.

Undergraduate

Assignments

Discussion posts & quizzes	160 points
Skill building assignments	120 points
Projects with reflections	200 points
Mini-projects	300 points
<u>Comprehensive final project</u>	<u>220 points</u>
Total	1,000 points

Grading Scale – (1,000 points)

930 – 1,000 points = A	730 – 779 points = C
900 – 929 points = A-	700 – 729 points = C-
880 – 899 points = B+	680 – 699 points = D+
830 – 879 points = B	630 – 679 points = D
800 – 829 points = B-	600 – 629 points = D-
780 – 799 points = C+	< 600 = F

Graduate

Assignments

Discussion posts & quizzes	160 points
Skill building assignments	120 points
Projects with reflections	200 points
Mini-projects	300 points
Additional assignments	450 points
<u>Comprehensive final project</u>	<u>220 points</u>
Total	1,450 points

Grading Scale – (1,450 points)

1,348 – 1,450 points = A	1,058 – 1,130 points = C
1,305 – 1,347 points = A-	1015 – 1,057 points = C-
1,276 – 1,304 points = B+	986 – 1,014 points = D+
1,203 – 1,275 points = B	913– 985 points = D
1,060 – 1,202 points = B-	870 – 912 points = D-
1,131 – 1,059 points = C+	< 870 = F

Weekly Assignments

You will be responsible for completing weekly assignments. You SHOULD watch the assigned video prior to reviewing the instructional unit. **All assignments will be submitted on Blackboard. Weekly assignments are due every Sunday by 11:59 p.m.**

Discussion posts & quizzes

- Specific directions and guidelines for these will be provided in the lessons. Discussions will be graded based on how well your discussion meets outlined requirements. Feedback on the first design discussion post will be detailed if you need input to improve quality of posts, but otherwise will be minimal. Quizzes will be graded automatically by Blackboard with grades being visible as soon as the quiz period ends.

Skill building assignments

- Graphic design skills and program knowledge is acquired through application and use of the software. Some assignments, marked with an *asterisk on the schedule, are provide you an opportunity to work in the programs and design concepts. Grading for these assignments will be based on your application of all required tools and design principles. You will only receive written feedback for these if your assignment does not demonstrate correct application of concepts.

Projects with reflections

- Graphic design skills and program knowledge is acquired through application and use of the software. Projects with reflections are more in-depth and require written reflections describing all of the steps and tools used for your design. Grading for these assignments will be based on how well you meet the outlined requirements, design principles, and overall quality. Written feedback for these will be more in-depth and you should make corrections for any of these projects that are integrated into the final project for the course.

Mini-projects

- Each software section has an advanced application assignment. These assignments allow you to demonstrate comprehensive skills in each program. Grading is based on completeness, demonstration of advanced and refined skills in the program, application of design principles, and overall quality. Written feedback for these assignments will be provided.

Final project

- The final project is an electronic portfolio featuring various works from the semester. Details provided in the final module. It is important that you make edits and revisions to projects with reflections as those will likely be integrated into your portfolio. Grading is based on how well you meet requirements, application of design principles, and overall quality. Feedback will be provided for portfolios.

Bonus

- Several bonus assignments are provided throughout the semester. Details for each are provided in the respective lesson where the bonus is provided. Deadlines for bonus assignments are the same as other lessons. Feedback will not be provided for bonus assignments. **Graduate students will complete all bonus assignments as part of the additional assignments requirements.** Graduate students are not eligible for bonus points.

Late Assignments

All assignments are due by 11:59 p.m. on the due date scheduled (every Sunday). All due dates are listed on the schedule. Late assignments will NOT be accepted, and students will receive a score of 0 for any assignments not submitted by the stated deadline. If an emergency arises that will require a student to turn an assignment in late, or if a student will be absent for a university approved function, he or she must submit documentation of the emergency or the university function. If an emergency does arise, send an email as soon as you can or contact (575-2035) and leave a message. For absences related to university functions, students must work with the instructor at least one week in advance to develop a plan to complete any missed work.

Academic Honesty

“As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail. Each University of Arkansas student is required to be familiar with and abide by the University's Academic Integrity Policy at honesty.uark.edu. Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor.”

All work must be original and created by you during the current semester. Each University of Arkansas student is required to be familiar with and abide by the University's Academic Integrity Policy, which may be found at <http://provost.uark.edu/>. Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor.

Computer Access Policy

This course is offered as an online course and it is assumed that you have the minimum system requirements to participate. It is your responsibility to ensure that you can access all course materials, participate in discussions and upload or download materials and software used for this course. In addition, care has been taken to ensure that the software that is used for this course does not require any out of the ordinary system set-ups. But, if your system does not meet the minimum requirements then it is your responsibility to maintain your system to meet the requirements so that you may participate in this course. Technical difficulties on your part will not excuse you from the timely completion of assignments. If you do experience technical difficulties please make sure that you contact me immediately so that proper assistance might be provided.

Accommodations under the Americans with Disabilities Act

University of Arkansas Academic Policy Series 1520.10 requires that students with disabilities are provided reasonable accommodations to ensure their equal access to course content. Please note, you must first verify your eligibility for these through the Center for Educational Access (contact (479) 575–3104 or visit <http://cea.uark.edu> for more information on registration procedures).

Equal Treatment for All

The UA "Catalog of Studies" reports that the Campus Council supports equal treatment for all. It "does not condone discriminatory treatment of students or staff on the basis of age, disability, ethnic origin, marital status, race, religious commitment, sex, or sexual orientation in any of the activities conducted on this campus. Members of the faculty are requested to be sensitive to this issue when, for example, presenting lecture material, when assigning seating within the classroom, when selecting groups for laboratory experiments, and when assigning student work. The University faculty, administration, and staff are committed to provide an equal educational opportunity to all students." Our class work will conform to the principle of equal treatment.

Inclement Weather or Technical Problems

In case of inclement weather or technological problems that prevent the University from providing access to course materials you may contact the instructor by phone via the numbers given above in the Instructor section or send the instructor an email inquiry. In addition, the

instructor will notify students as soon as possible in such instances and provide instructions on how the course will proceed.

If you notice that the course is experiencing technological problems you should contact Blackboard Support at 479-575-6804 immediately so the issue can be addressed in an expedient manner. Blackboard occasionally schedules "down time"; users will be notified in advance through a system-wide announcement so schedule your online work accordingly. If you are experiencing difficulties with the operation or navigation of Blackboard you can visit the Support tab in Blackboard. Please note that personal technical issues (i.e. computer crashes or lack of knowledge of Blackboard) are considered to be the responsibility of the student and will not excuse the student from assignments or other course responsibilities. While we will do our best to provide technical assistance, it is highly recommended that the student develop a local back-up plan to assist in the event that technical difficulties are experienced during the course.

Copyrights

Please note that all handouts and supplements used in this course are copyrighted. This includes all materials generated for this class, including but not limited to syllabi, exams, in-class materials, review sheets, and lecture outlines. Materials may be downloaded or photocopied for personal use only, and may not be given or sold to other individuals.

Syllabus Content and Schedule Changes

The syllabus, schedule and content may change at the discretion of the instructor. Such changes will be announced via Blackboard.

