

# Course Syllabus

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## ART 63

### TERM: Spring 2024

*Please note: The syllabus describes expectations for face to face, hybrid and online formats. You are required to read all of this information.*

Format: Hybrid (Weekly Meetings, Thursday 12:30-3:15)

Instructor: Marco A. Marquez

[marquezmarco@fhda.edu](mailto:marquezmarco@fhda.edu) (<mailto:marquezmarco@fhda.edu>)

Instructor Art/ Graphic Design

Creative Arts Division

Office A34 or AT 101 or AT 312

P 408-864-5719

## Office Hours

Monday and Wednesday: Online from 9-10:30 AM.

Tuesday and Thursday in the AT 101 from 9:15-9:30, 12:15-12:30 PM.

If these days and times do not work for you we can make arrangements to talk.

Please note that I can accommodate you with a phone call or Zoom meeting.

The best way to initiate contact or ask for personal instruction is **via email**.

## Contacting the Instructor

The preferred method to contact the instructor is via email. Please email me at

[marquezmarco@fhda.edu](mailto:marquezmarco@fhda.edu) (<mailto:marquezmarco@fhda.edu>)

If you have questions or concerns regarding projects or grading email me. Do not use the comments in the assignments. I do not always see those in a timely manner.

## Instructor Availability

I will be answering emails, responding to messages and communicating with my students during normal business hours. These hours are from 9 am - 6 pm Monday through Friday. Please allow for

24 hours for a response.

## Instructor Feedback

It is my goal to maintain a constant and open line of communication with students. I will provide weekly announcements, a weekly homepage update, and will provide feedback on all assignments within seven days of the project close. If you wish to meet with me, the syllabus above lists my quarterly office hours. If these times do not work with your schedule, I will do my best to accommodate you. I will respond to emails during normal business hours from 9 am - 6 pm Monday through Friday. Please allow for 24 hours to respond to emails. I may respond to emails on weekends and evenings **IF** time permits.

## Final Exam/Project/Presentation: June 28

A final project outline will be provided with the specific time the project is to be submitted. Final projects can not be turned in outside of the due date and project window. Once the final project window is closed I will NOT accept it. Please allow adequate time to submit your project. I will not accept technical issues as an excuse to submit late work.

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## 63 Requisites

ARTS 53

## 63 Course Goal / Description

This course is an introduction to the range of business practices used by artists and designers in the visual communications industry, with an emphasis on legal rights and issues as they relate to the professional artist/client relationship. Topics will include pricing and marketing, salaries and trade customs, standard contracts, and current art and design technology issues. Students will create portfolio materials for self promotion.

## Goals: Student Learning Outcome Statements (SLO)

- Student Learning Outcome: Understand the range of business practices used by artists and designers in the visual communications industry today.
- Student Learning Outcome: Demonstrate through directed laboratory exercises, recognize pricing and marketing, salaries and trade customs, standard contracts, and new technology issues.

## Software

Illustrator, Indesign, Photoshop

## Software Requirements

Students will need access to the Adobe Creative Cloud, word processor, and a Web Browser.

The specific software covered in this class is Adobe Illustrator.

Students will need a browser such as Safari or Firefox to view online tutorials and have access to ZOOM.

## Create a Student De Anza.edu Email Account

You may want to create a deanza.edu email. This will help you in purchasing licenses and hardware via collegebuys.org.

To acquire a deanza.edu please follow this link and instructions:

<https://www.deanza.edu/students/new-tech.html>

## Attendance Policy

Two "late arrivals" equals one absence. Missing 30 minutes or more of class constitutes an absence.

A student may be dropped from the class after 4 absences.

**A student may be dropped for missing more than one class or lab during the first two weeks of the quarter.**

**A online student who does not participate for a seven day period may be dropped.**

For an excused absence please contact the instructor.

## Full Time Student Requirements

Students who are required to maintain full time student status (international students, students on financial aid, and others) are expected to be responsible for their standing in the course. If a student is dropped for a lack of participation it is not the instructors obligation to restate the student. It is the students responsibility to communicate any issues or concerns associated with attendance, assignment submissions and participation to avoid being dropped. Lack of communication will be considered a student agreement to be removed from the course.

## Required Text

I do not have a book or reader that is required for the class.

If you are looking for a publication to serve as a reference, I suggest the following.

1. Adobe Illustrator CC Classroom in a Book (Latest Release)

## 2. In design quick start guide (latest release)

Please note: I would advise that you pursue additional tutorials found online if you are seeking supplemental instruction.

### Assignment Grading Scale

A	100 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 74.0%
C-	< 74.0 %	to 70.0%
D+	< 70.0 %	to 67.0%
D	< 67.0 %	to 64.0%
D-	< 64.0 %	to 61.0%
F	< 61.0 %	to 0.0%

### Final Course Grade Grading Scale

A	100 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 70.0%
D	< 70.0 %	to 61.0%

F

< 61.0 %

to 0.0%

## Grading Policy and Criteria

Grades are generally determined based on craftsmanship, conceptual relevancy, commitment, and timeliness.

Final Grade in course is based on the following:

Quiz: 10 percent of grade

Discussions / Presentations: 20 percent of grade

Projects: 60 percent of grade

Homework Assignments: 10 percent of grade

## Assignment Due Date Policy

All due dates are announced in class. It is the student's responsibility to find out when assignments are due. **Late work can be accepted with instructors consent. This means you must ask me to accept your late work.** Work will not be accepted that is 14 days beyond the due date. Late work will result in a lower grade at a 7 percent deduction per day. **No projects will be accepted after the Final Exam Window.**

Students must turn in work in the assigned space in Canvas, clearly labeled and organized. Failure to do so may result in a zero grade. It is the students responsibility to insure projects are turned in. \*Pop quizzes are randomly assigned, and can not be completed outside of the given date. No exceptions.

## Exercises and projects:

Students will receive a handout and example for every project. Handouts will include a project outline, expectations, milestones, and due dates. All projects will be discussed, explained, and demonstrated in class. All projects will be concluded with a class critique where you will share your work with your peers. Project expectations have been designed with a specific goal or outcome in mind. Project outcomes, expectations and goals are not negotiable.

**Projects may include the following:**

- Cover Letter
- Resume
- Personal Identity Kit
- Portfolio Template
- Portfolio

- Design Historical presentation

## Course Requirements

1. Students are expected to attend all classes and work for the entire class meeting.
2. Students are expected to take adequate notes during lectures and demonstrations so that they may achieve their assignments successfully outside of class.
3. Students may have to work on assignments and projects outside of class.
4. Students are responsible for attending all classes, completing all quizzes and assignments, and participating in all critiques.
5. Students are expected to keep their wits about them as the instructor frequently calls on students to demonstrate techniques covered in class or answer questions based on previous lectures.
6. Projects mockups and prints must be completed before the due date.
7. Students will not be allowed to print projects during the class period in which they are due.
8. Students are responsible for scheduling printing with timing in mind. Failing to produce such a deliverable will result in the loss of a letter grade.

## Required Materials

1. QTY 1 Notebook: To take notes on lessons and your own hands-on experiences.
2. QTY 1 Storage resource such as google drive, or a USB “flash” drives

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## Lab access and resources (*For Face to Face / Hybrid Courses*)

Learning Commons West Lab has numerous computers with Adobe CC.

This is a link to that resource. <http://deanza.edu/library/librarywestcomputer.html>

Open labs will be announced and scheduled in the ATC 101

De Anza Student Online Guide.

Students can find support resources for online learning via these links:<https://www.deanza.edu/online-spring/>

## Online Education Center

For more information please visit: <https://www.deanza.edu/online-ed/>  [\(https://www.deanza.edu/online-ed/\)](https://www.deanza.edu/online-ed/)

- Student Resource Hub: Visit this site for tips, guides and answers to your questions about using

Canvas, Zoom and other online learning tools that your classes may be adopting.

- Staying Organized: This webpage has advice for planning and staying on top of your online coursework.
  - Canvas Help: Need technical support with Canvas? This page has information on how to get help.
- More Student Resources: Visit this page for more links and tips.

## Academic Integrity Policy

Students are expected to follow and adhere to the college's academic integrity policy per the student handbook. This policy clarifies topics such as student responsibilities, dishonest, and plagiarism. All students should become familiar with this policy, which can be found at: <http://www.deanza.edu/studenthandbook/academic-integrity.html>  (<http://www.deanza.edu/studenthandbook/academic-integrity.html>)

## Student Code of Conduct and Disruptive Behavior

It is my goal to create a welcoming and inclusive environment. I expect students to respect one another and carry themselves in a professional manner. Disruptive behavior is not acceptable and will be addressed by the instructor and the department.

In the pursuit of a positive work / study environment cell phones and music devices should be set to mute or turned off. Abusive language and behavior will not be tolerated and will result in disciplinary action, which may result in suspension or expulsion. The classroom and classroom resources are for academic purposes and should be limited to activities connected to the class. Personal work may be explored with the instructors permission.

Administrative Policy 5510 Foothill and De Anza Colleges consider the following principles essential to their educational mission and community life: Mutual respect between students, faculty and staff; Pursuit of studies with honesty and integrity; Respect for College and personal property; and Compliance with all rules and regulations. For more information please visit: <http://www.deanza.edu/dsps/dish/appendix/conducts.html>

## Disability Support Programs & Services (DSP&S)

Located in Student & Community Services Building, Room 141

Phone: 864-8753 • TTY: 864-8748

The Disability Support Programs and Services Division Includes four on- and off- campus programs offering a comprehensive array of accommodations, special classes and support services. The mission of the Disability Support Programs and Services Division (formerly called the Special Education Division) is to ensure access to the college's curriculum, facilities and programs and to promote student success in realizing individual educational and vocational goals.

For more information please visit: [www.deanza.edu/dsps](http://www.deanza.edu/dsps)  (<http://www.deanza.edu/dsps>)

## Recording Policy

Our live lectures will be recorded and posted to the Canvas portal. Students will have access to this content.

Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.

Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.

## Student Success Center

Need help? De Anza's Student Success Center offers free online and on-campus tutoring and workshops! Visit <http://www.deanza.edu/studentsuccess> for our hours and information. Or just stop by to chat or sign up!

- Individual Weekly or Drop-in Tutoring: Come with assignments or questions, or just drop by to see how tutoring works.
- Workshops, group tutoring and group study: Most people learn better with others...give it a try!
- Support for online learning: Speak with a friendly peer tutor or SSC staff member about motivation and organization strategies for online classes. We get it and are going through the same things, so let's support each other!
- Need after-hours or weekend tutoring? See the Online Tutoring page for information about NetTutor (via Canvas) or Smarthinking (via MyPortal).

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## Our Graphic Design Computer Lab Policy

- No food or open containers in lab.
- Please log out or set the computer to sleep when you are done.
- Do not delete anything that does not belong to you.
- Store all work in your flash drive or in the documents folder. Anything left on the desktop is open

to be deleted.

- Please clean your area before you leave. Do not leave paper or other materials on the workspace.
- Do not use your own paper in the printer.
- Backup your work. The lab is not responsible for any lost data.
- Cell phones are not allowed in class.
- No disruptive behavior such as youtube watching, video gaming, facebooking.
- Your time and use of my class / lab are for class graphic design purposes only.
- Only enrolled students are allowed in the lab.
- Report any technical issues to the instructor.
- Seating is first come first serve.

## Course Summary:

Date	Details	Due
Fri Apr 12, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1112688">Validate you are here, or you will be dropped. Just say Hello. And and answer these questions. (https://deanza.instructure.com/courses/35103/assignments/1112688)</a>	due by 11:59pm
Sun Apr 14, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110155">Introduce yourself. Lets get to know each other. (https://deanza.instructure.com/courses/35103/assignments/1110155)</a>	due by 11:59pm
	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110158">Design Related Questions (https://deanza.instructure.com/courses/35103/assignments/1110158)</a>	due by 11:59pm
Sun Apr 21, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110167">How to think like a designer (https://deanza.instructure.com/courses/35103/assignments/1110167)</a>	due by 11:59pm
	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110168">Logo Type Sketches (https://deanza.instructure.com/courses/35103/assignments/1110168)</a>	due by 11:59pm
Sun Apr 28, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110173">Resume Copy (https://deanza.instructure.com/courses/35103/assignments/1110173)</a>	due by 11:59pm

Date	Details	Due
	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110170">Project 1: Identity Kit Milestone 1 (https://deanza.instructure.com/courses/35103/assignments/1110170)</a>	due by 11:59pm
	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110159">Guest Speaker 1: (https://deanza.instructure.com/courses/35103/assignments/1110159)</a>	due by 12:59pm
Sun May 5, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110157">Cover Letter Copy (https://deanza.instructure.com/courses/35103/assignments/1110157)</a>	due by 11:59pm
	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110174">Your Story, So What? (https://deanza.instructure.com/courses/35103/assignments/1110174)</a>	due by 11:59pm
Sun May 12, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110156">Project 1 Milestone 1 Mini Critique (https://deanza.instructure.com/courses/35103/assignments/1110156)</a>	due by 11:59pm
Wed May 15, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110160">Guest Speaker 2: (https://deanza.instructure.com/courses/35103/assignments/1110160)</a>	due by 11:59pm
Wed May 22, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110161">Guest Speaker 3: (https://deanza.instructure.com/courses/35103/assignments/1110161)</a>	due by 11:59pm
Sun May 26, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110162">Guest Speaker 4: (https://deanza.instructure.com/courses/35103/assignments/1110162)</a>	due by 11:59pm
Sun Jun 2, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110163">Guest Speaker 5: (https://deanza.instructure.com/courses/35103/assignments/1110163)</a>	due by 11:59pm
	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110169">Project 1 Final Draft (https://deanza.instructure.com/courses/35103/assignments/1110169)</a>	due by 11:59pm

Date	Details	Due
Sun Jun 9, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110171">Project 2: Portfolio Vignette Prototype (https://deanza.instructure.com/courses/35103/assignments/1110171)</a>	due by 11:59pm
Sun Jun 9, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110166">Historical Presentation (https://deanza.instructure.com/courses/35103/assignments/1110166)</a>	due by 11:59pm
Wed Jun 12, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110164">Guest Speaker 6: (https://deanza.instructure.com/courses/35103/assignments/1110164)</a>	due by 11:59pm
Wed Jun 12, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110165">Guest Speaker 7: (https://deanza.instructure.com/courses/35103/assignments/1110165)</a>	due by 11:59pm
Sun Jun 23, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110154">Historical Info Graphic (https://deanza.instructure.com/courses/35103/assignments/1110154)</a>	due by 11:59pm
Thu Jun 27, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110172">Project 3: Portfolio, Identity Kit Final Draft (https://deanza.instructure.com/courses/35103/assignments/1110172)</a>	due by 11:59pm
Fri Jun 28, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110151">Final Quiz (https://deanza.instructure.com/courses/35103/assignments/1110151)</a>	due by 11:59pm
Fri Jun 28, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110152">Graphic Design Exam (https://deanza.instructure.com/courses/35103/assignments/1110152)</a>	due by 11:59pm
Fri Jun 28, 2024	 <a href="https://deanza.instructure.com/courses/35103/assignments/1110153">Reflection Quiz (https://deanza.instructure.com/courses/35103/assignments/1110153)</a>	due by 11:59pm