



## ARTS 2363-P01 Sign + Symbols Spring 2019

**Instructor:** Renée N. Smith  
**Section # and CRN:** Section P01 CRN 27011  
**Office Location:** Nathelyne Archie Kennedy Building, Room 207  
**Office Phone:** 936.261.9814  
**Email Address:** rnsmith@pvamu.edu  
**Office Hours:** MW 8:00am – 11:00am; TR 2:00pm – 3:30pm  
**Mode of Instruction:** Face to Face

**Course Location:** Nathelyne Archie Kennedy Building, Room 232  
**Class Days & Times:** MW 11am–1:50pm  
**Catalog Description:** (0-6) 3 SCH. Investigation of images and symbols and their meanings within different contexts and employing various image-making techniques.

**Prerequisites:** ARTS 1153 Drawing I and DGMA 2173 Fundamentals of Digital Imaging  
**Co-requisites:** N/A

**Recommended Texts/Software:** *Graphic Translation: A graphic design project guide.* Publisher: StudioResourceInc.com. ISBN: 1-4196-5332-6.  
*Symbol (Mini).* Steven Bateman and Angus Hyland. Publisher: Laurence King Publishing. ISBN: 978-1780671840  
*This Means This, This Means That: A User's Guide to Semiotics.* Sean Hall. Publisher: Laurence King Publishing. 978-1856697354  
*Decoding Design: Understanding and Using Symbols in Visual Communication.* Maggie Macnab. Publisher: How Books. 978- 1581809695  
**Adobe® Illustrator® CC Help.** Publisher: Adobe Systems

Students must have access to Adobe Illustrator. Students enrolled in the course will have access to the Digital Media Arts computer lab.

### Student Learning Outcomes:

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Further develop methods of problem solving and conceptual thinking	DSK II, CTI	
2	Research and explore ideas and concepts on how symbols communicate	CI, CTI	
3	Explore processes and techniques for iconic representation	DSKIII	
4	Further develop ability to evaluate and critique the work of others as well as your own	CTII, CII	
5	Further develop good craftsmanship and working habits.	DSKIII	
6	Further develop a mastery of Adobe Illustrator	DSKIII	

## Major Course Requirements

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

- **Projects:** Assignments designed to measure ability to apply presented course material. Each project will be graded on the following criteria: Project Requirements, Sketch Process/Creativity, Message/Center of Interest, Execution/Technique, and Deadlines. In addition, written assignments embedded into each project will supplement and reinforce course material. All work must be completed using Adobe Illustrator.
- **Participation:** Participation in class discussions and critiques. This grade will be imbedded into the project grades.
- **Attendance:** See attendance policy for complete calculations of grades.

### Method of Determining Final Course Grade

Course Grade Requirement	Value	Total
1) Class Participation/Process	20%	
2) Projects	40%	
3) Final Portfolio	40%	
<b>Total:</b>	<b>100%</b>	

### Grading Criteria and Conversion:

A = 90–100  
B = 80–89  
C = 70–79  
D = 60–69  
F = 0-59

### Supplies

These are items that you will use throughout the your tenure here. Please purchase and maintain these items for use in studio courses. The faculty will not loan out or purchase materials for you. It is imperative for you to be prepared for studio with these materials.

Visit your local craft and hobby stores. Many of these places will offer coupons that will greatly reduce your costs. Check local newspapers as well as store websites for coupons. Supplies will be found in the art and hobby sections of the stores. A preset list is available on DickBlick.com:

<http://www.dickblick.com/lists/blicku/JT730DLWHB0QW/publicview/>

Adobe Illustrator CC

Flash storage/USB Drive/External Hard Drives

A roll of tracing paper (18" wide, 20- or 50-yd roll)

#1 Xacto knife with a box of No. 11 blades

A utility knife & blades

Set of black fine tip pens (Sharpie, Micron, Prismacolor, Artline, or Copic)

Letramax or similar brand black display board

Scotch Super 77 spray adhesive

24" T-square

Clear Plastic Triangle 30/60/90 & 45°

24-36" ruler with foam or corked backing

USB Flash drive or portable external hard drive

Various art materials as needed per studio

Self-healing cutting mat

## Course Procedures or Additional Instructor Policies

### Taskstream

Taskstream is a tool that Prairie View A&M University uses for assessment purposes. One of your assignments may be considered an "artifact," an item of coursework that serves as evidence that course objectives are met. More information will be provided during the semester, but for general information, you can visit Taskstream via the link in eCourses.

### Textbooks and Supplemental Texts

It is imperative that you the student purchase your own textbooks.

### Instructor's Attendance Policy

If you are absent, it is your responsibility to know what you have missed BEFORE you attend the next class session. Check eCourses and project sheets for all updates.

Your attendance and participation are expected and required. This is a studio class designed to be an interactive and collaborative environment that encourages students to create works as well as discuss design. If you are absent or do not participate then you are not an asset to the learning environment and you cannot successfully progress in the coursework. Attendance during lectures, demonstrations, and studio time is critical to passing the course.

### Absences

More than 4 absences by a student during the semester will result in a reduction of student's final semester grade by one letter. **8 or more absences will result in course failure.**

### Tardies

A student is marked as tardy if he/she arrives after the roll has been called. Early departures from class will be marked as an absence. A student arriving more than thirty minutes after the start time of the class will be marked absent. 3 tardies will be equal to 1 absence. If you are tardy, it is your responsibility to let your instructor know you are present.

### Submission of Assignments

All assignments will be posted on eCourses. All work is to be turned in BEFORE or on the due date during class. Be mindful of all due dates. **You will not be reminded when work is due. NO LATE WORK WILL BE ACCEPTED. Do not beg for extra credit particularly at the end of the semester because none will be assigned.**

It is your responsibility to make sure that you can log onto eCourses. No exceptions will be made for those who do not attend to this matter. If you are having trouble with eCourses, call IT, 936-261-2525 and get it resolved quickly.

### Formatting Documents

There may be times where you will need to upload files to eCourses. Microsoft Word is the standard word processing tool used at PVAMU. If you're using other word processors, be sure to use the "save as" tool and save the document in either Rich-Text or plain text format. **THE ONLY FILE FORMATS THAT WILL BE ACCEPTED ARE: Microsoft Word (.doc or .docx), Text files (.txt or .rtf), PDFs, PowerPoint (when required), and .ai/.eps files. Any file not submitted in those formats with the correct file name WILL NOT BE GRADED.**

All file names must include your last name, underscore, first initial, underscore and title of the assignment. For example, for the first assignment: Moore\_T\_texture.doc. **ANY FILE NOT SAVED IN THE CORRECT MANNER WILL NOT BE GRADED.**

### Exam Policy

Exams should be taken as scheduled. No makeup examinations will be allowed except under documented emergencies (See Student Handbook). There is no make-up for the final.

## Personal Conduct

Students who are absent for University Business must notify the professor BEFORE they leave. In addition, you must provide a copy of an official University Excuse letter. If for whatever reason, you are unable attend class, it is your responsibility to know what you have missed. Check Connect Art and eCourses for any assignment updates BEFORE you attend the next class period.

Students and faculty are expected to conduct themselves in ways that support individual learning and the learning of others. To that end members of the classroom community will conduct themselves in a professional and ethical manner to achieve these objectives. Any conduct construed to interfere with the learning opportunities of members of the class may result in the removal of the student from the class for that day. Repeated inappropriate conduct will result in permanent removal from the class. You are expected to adhere to the following specific guidelines:

1. During regular class periods all students are expected to dress appropriately in accordance with university regulations so that no disruptions in the learning experience will occur.
2. Dress Code for Presentations: Although there is no formal dress code for the university, you must dress accordingly for all formal presentations in this class (Final Portfolio Presentation). The dress code for that day is business casual:

**Men:** Khaki or dark pants, neatly pressed. No cargo pants or patterned pants are allowed. Pressed long-sleeved, buttoned solid shirt. Polo style shirts, unwrinkled, are appropriate as well. Shirt must be tucked into the pants. If possible, wear leather belt and leather shoes. Athletic shoes and rubber-soled shoes are inappropriate. Hair and facial hair should be neat and presentable. You must wear dress socks!

**Women:** Dark skirt or pants. Khaki pants are acceptable. No cargo pants. Skirt should fall 2 inches above the knee or lower. Buttoned solid shirt. Sweaters are appropriate. Mini-skirts and cleavage are inappropriate. Shoes should be dark in color. Height of the heel should not exceed 2.5 to 3 inches. Stilettos are inappropriate. Jewelry should be minimal and not overwhelming: no large earrings, necklaces, and bracelets. Hair must be neat and presentable and make-up should not be dramatic.

3. No food or drink is allowed in the classroom at any time.
4. Cellular telephones are to be turned off or put on silent ring tone during the class period. Texting is strictly prohibited during the class period. No "ear phone" units will be allowed. If your cell phone rings during the lecture or you are texting you are subject to losing points on the next assignment that is due. Cell phone use is only permitted at the direction of the professor.
5. Laptops must emit no noise. Make sure your laptop is warmed up and your battery charged before class starts. A laptop is allowed only for taking notes or accessing relevant course material during the class. Checking email, playing a game, messaging and other non-class related activities are not allowed at any time. Any person caught using laptops for non-class related activities will be subject to losing points on the next assignment that is due.
6. Harassment of your fellow students of any kind will not be tolerated.

**No children, friends, family members or guests are allowed in the class without prior approval.**









## Conduct of Class and Care of the Facility





Please note the following rules for the conduct of the class.

1. Class will begin at the appointed time.
2. Class is dismissed when so indicated by the instructor. Students are expected to be on time and stay throughout the entire class period. Leaving the classroom before the class is dismissed without prior approval from the instructor will result in an absence for that day.
3. All class members are required to keep the classroom in a clean and orderly manner to facilitate the number of students using it each day.
4. Handouts and Courses Resources will be posted to eCourses. It is your responsibility to download and print.











# 16-Week Semester Calendar

This schedule is subject to change as the semester proceeds in order to cover the most important material in the time allotted. Any revisions will be duly noted and announced in class.

	<b>Registration/Assembly Dates</b>		<b>Dates exam scores will be posted</b>
	<b>Key Dates</b>		<b>Holidays</b>
	<b>Graduation Applications</b>		<b>Guest lectures</b>
	<b>Dates for Exams</b>		<b>Project Team Workshop</b>

<b>Week One:</b> Topic	<b>Course Introduction; Studio Expectations; Design Process; Review Project 1: Iconic Representation</b>		
Chapter (s):	<b>Pages 1-23 in <i>Graphic Translation</i></b>		
Assignment (s):	<b>Project 1 Translation Steps</b>		
<b>University Events:</b> 	<b>January 14-18, 2019</b>	<b>UNDERGRADUATE: LATE REGISTRATION/ADD COURSES/CHANGE COURSE SCHEDULE ENDS. LAST DAY TO CHANGE MAJOR OR ANY OTHER MATRICULATION CHANGE FOR SPRING 2019</b>	
<b>Week Two:</b> Topic	<b>Project 1: Iconic Representation</b>		
Chapter (s):	<b>Pages 1-23 in <i>Graphic Translation</i></b>		
Assignment (s):			
<b>University Events:</b> 	<b>January 21, 2019</b>		<b>MARTIN LUTHER KING DAY (University Closed)</b>
<b>Week Three:</b> Topic	<b>Project 1: Iconic Representation</b>		
Chapter (s):	<b>Pages 1-23 in <i>Graphic Translation</i></b>		
Assignment (s):			
<b>University Events:</b>			
	<b>January 30, 2019</b>	<b>CENSUS DATE (12<sup>TH</sup> CLASS DAY): COURSE RESERVATIONS CANCELLED FOR NON-PAYMENT.</b>	
		<b>LAST DAY TO WITHDRAW FROM COURSE WITHOUT ACADEMIC RECORD.</b>	
		 <b>SPRING 2019 GRADUATION LATE APPLICATION DEADLINE. There will be NO exceptions to this deadline.</b>	
	<b>January 31, 2019</b>	<b>NOTE! WITHDRAWAL FROM COURSES "WITH ACADEMIC RECORD" (W) BEGINS.</b>	

<b>Week Four:</b> Topic	<b>Project 1: Iconic Representation</b>	
Chapter (s):	<b><i>Pages 1-23 in Graphic Translation</i></b>	
Assignment (s):		
<b>University Events:</b> 		
<b>Week Five:</b> Topic	<b>Project 1: Iconic Representation Due Introduce Project 2: Texas Wildlife Safari Icons</b>	
Chapter (s):	<b><i>Creatures &amp; Plant Translations Pgs 101-144 in Graphic Translation</i></b>	
Assignment (s):		
<b>University Events:</b> 	February 11, 2019	<b>NOTE!</b> 20 <sup>TH</sup> CLASS DAY
<b>Week Six:</b> Topic	<b>Project 2: Texas Wildlife Safari Icons</b>	
Chapter (s):	<b><i>Creatures &amp; Plant Translations Pgs 101-144 in Graphic Translation</i></b>	
Assignment (s):		
<b>University Events:</b> 		
<b>Week Seven:</b> Topic	<b>Project 2: Texas Wildlife Safari Icons</b>	
Chapter (s):	<b><i>Creatures &amp; Plant Translations Pgs 101-144 in Graphic Translation</i></b>	
Assignment (s):		
<b>University Events:</b> 		
<b>Week Eight:</b> Topic	<b>Project 2: Texas Wildlife Safari Icons</b>	
Chapter (s):	<b><i>Creatures &amp; Plant Translations Pgs 101-144 in Graphic Translation</i></b>	
Assignment (s):		
<b>University Events:</b> 		
<b>Mid-Term Exam</b> 	<b>March 7-9, 2019</b>	
<b>Week Nine:</b> Topic	<b>SPRING BREAK!; Mar 11-16, 2019</b>	
Chapter (s):		
Assignment (s):		
<b>Week Ten:</b> Topic	<b>Project 2: Texas Wildlife Safari Icons Due Review Project 3: Push Pin Logo</b>	
Chapter (s):	<b><i>Pages 1-23 in Graphic Translation</i></b>	
Assignment (s):		
<b>University Events:</b> 	March 19, 2019	 <b>MID-TERM EXAM GRADES DUE</b>
<b>Week Eleven:</b> Topic	<b>Project 3 Push Pin Logo</b>	
Chapter (s):	<b><i>Pages 1-23 in Graphic Translation</i></b>	

Assignment (s):		
University Events: 	March 27, 2019	Founders Day/Honor Convocation
		 Good Friday [Student holiday]
<b>Week Twelve:</b> Topic	<b>Project 3 Push Pin Logo Due Review Project 4: The Music Poster</b>	
Chapter (s):	<b>Man-Made Object Translations, pgs 29-95 in Graphic Translation</b>	
Assignment (s):		
University Events: 	April 29, 2019	<b>NOTE!</b> WITHDRAW FROM COURSE "WITH RECORD ("W") ENDS.
<b>Week Thirteen:</b> Topic	<b>Project 4: The Music Poster</b>	
Chapter (s):	<b>Man-Made Object Translations, pgs 29-95 in Graphic Translation</b>	
Assignment (s):		
University Events: 	April 8, 2019 April 19, 2019	<b>NOTE!</b> PRIORITY REGISTRATION BEGINS FOR FALL 2018 SEMESTER. Good Friday (Student Holiday)
	April 30, 2019	<b>NOTE!</b> SUMMER AND FALL 2019 GRADUATION APPLICATION DEADLINE. <b>There will be NO exceptions to this deadline.</b>
<b>Week Fourteen:</b> Topic	<b>Project 4: The Music Poster Due Review Project 5: Helvetica Nation</b>	
Chapter (s):		
Assignment (s):		
University Events: 		
<b>Week Fifteen</b> Topic	<b>Project 5: Helvetica Nation</b>	
Chapter (s):		
Assignment (s):	<b>Final Presentation TBA</b>	
University Events: 		
<b>Week Sixteen</b>	<b>Course Review Day: April 29-30, 2019; Last day to withdraw: April 30, 2019</b>	
University Events: 	Apr 29-Apr 30, 2019	<b>COURSE REVIEW DAY (Classes must convene and instructors will prepare students for Final Exams)</b>
	April 30, 2019	<b>LAST DAY OF CLASSES FOR SPRING 2019 SEMESTER LAST DAY TO WITHDRAW FROM UNIVERISTIY FOR SPRING 2019 SEMESTER.</b>
	May 01-May 07, 2019	<b>FINAL EXAMINATION PERIOD</b>
	May 09, 2019	<b>FINAL GRADES DUE FOR GRADUATING CANDIDATES</b>
	May 11, 2019	<b>SPRING COMMENCEMENT</b>

## **Student Support and Success**

### **John B. Coleman Library**

The library and its partners have as their mission "to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service" and to support the University's core values of "access and quality, diversity, leadership, relevance, and social responsibility" through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty.

### **Center for Academic Support**

The Center for Academic Support (CAS) offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Tutoring Center is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library

### **COMPASS**

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library

### **Writing Center**

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Location: Hilliard Hall 121

## **University Rules and Procedures**

### **Disability statement (See Student Handbook):**

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

### **Academic misconduct (See Student Handbook):**

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

### **Forms of academic dishonesty:**

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.



**Nonacademic misconduct (See Student Handbook)**

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

**Sexual misconduct (See Student Handbook):**

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

**Attendance Policy**

Prairie View A&M University requires regular class attendance. Excessive absences will result in lowered grades. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class.

**Student Academic Appeals Process**

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

**Disability statement (See Student Handbook):**

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

**TECHNICAL CONSIDERATIONS****Minimum Recommended Hardware and Software:**

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

**Note:** Be sure to enable Java & pop-ups

**Participants should have a basic proficiency of the following computer skills:**

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

***Netiquette (online etiquette):***

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

***Technical Support:***

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

***Communication Expectations and Standards:***

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

***Discussion Requirement:***

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.

**It is strongly suggested** that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it should be copied and pasted to the discussion board.

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**STATEMENT OF AGREEMENT**

I have read the Course Syllabus for **ARTS 2363 Sign + Symbols** for the Spring Semester 2019, including the Class Lecture and Event Schedule, and agree to abide by the conditions for the class as spelled out in this document. My signature indicates my personal commitment to meeting the course objectives and succeeding in this educational endeavor.

\_\_\_\_\_  
Signature-Student

\_\_\_\_\_  
Student name (Please print neatly)

\_\_\_\_\_  
Student ID #

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature-Instructor

\_\_\_\_\_  
Instructors name

\_\_\_\_\_  
Date

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**RETURN THIS PAGE FROM THE SYLLABUS TO THE INSTRUCTOR TO COMPLETE YOUR ENROLLMENT IN THIS COURSE.**

RECEIVED WITH STUDENT'S SIGNATURE: \_\_\_\_\_

ENTERED INTO GRADE BOOK: \_\_\_\_\_

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