Piedmont Technical College Course Syllabus

COURSE INFORMATION

Course Prefix/Number: ARV 161

Title: Visual Communications Media

Responsible Division: Business Information Technologies and Public Service and Commercial Arts

Last Day to Withdraw from this Course: For the last date to withdraw from this course, consult the current *Student Calendar*.

Course Description:

For course, credit hour, pre-requisite(s) and co-requisite(s) information, visit the Detailed Course Information page: www.ptc.edu/courses/ARV161.

Textbook and Other Materials:

For textbook information and additional required and/or supplemental materials, visit the college bookstore (www.ptc.edu/bookstore).

Proctored Examinations:

Proctored examinations for distance learning courses taken at non-PTC campuses may require a proctoring fee for each exam taken.

COURSE POLICIES

Course policies are available online through the *Academic Catalog* and *Student Handbook*. Visit the Course Policies page (www.ptc.edu/syllabus/policies) for a detailed list of important policies and more information.

GRADE POLICY

Detailed grading policy information can be found on the Grading Policy webpage (http://www.ptc.edu/grading-policy). Final grade appeal information is available in the *Academic Catalog* (http://www.ptc.edu/catalog/).

ACCOMMODATIONS

Accommodations for ADA:

Information is available on the Student Disability Services webpage (http://www.ptc.edu/ada).

TITLE IX HARASSMENT AND SEXUAL ASSAULT INFORMATION

In accordance with Title IX of the Education Amendments of 1972, Piedmont Technical College does not discriminate on the basis of sex in its education programs or activities. Title IX protects students, employees, and applicants from sex discrimination in admissions and employment to include discrimination based on gender identity or failure to conform to stereotypical notions of masculinity or femininity. More information regarding Title IX, including contact information for the Title IX coordinators, is available at Title IX Harassment and Sexual Assault Information (https://www.ptc.edu/about/legal-disclosures/title-ix-harassment-and-sexual-assault-information).

RATIONALE

Why do I need this course?

This course is an introduction to the theory, psychology and principles and practices of major visual communications media. It prepares the student to be aware of all types of media and understand how each works to influence communications and business in today's market.

PROGRAM INFORMATION

For program information including required courses, program learning outcomes, gainful employment information and advisement information, refer to the Academic Program webpage. Go to Academics (http://www.ptc.edu/academics), select your program, and then select Credentials Offered.

COURSE STUDENT LEARNING OUTCOMES

Upon successful completion of this course and/or clinical, each student will be able to:

Course Student Learning Outcomes

Upon successful completion of this course, each student will be able to:

Effectively assess, evaluate and identify various media styles and components from the marketplace and relate them to current applications and technologies.

GENERAL EDUCATION COMPETENCIES

Piedmont Technical College General Education Competencies for All Graduates:

This course may address one or more of the following General Education Competencies (assessment will be stated when applicable):

Communicate effectively.

Assessment:

Demonstrate the ability to read and interpret to assignment specific criteria with comprehension as assessed by assignments and work produced.

Apply mathematical skills appropriate to an occupation.

Assessment:

Successfully apply mathematical skills to layouts and production materials as related to art and its uses in communication. Demonstrate the ability to critically think and solve problems as assessed by assignments, as well as demonstrated specifics and presentations.

Demonstrate the ability to summarize information and draw conclusions.

Employ effective processes for resolving problems and making decisions.

Assessment:

Demonstrate the ability to summarize information and draw conclusions as assessed by assignment criteria, abstract concepts, or presentations.

Demonstrate the basic computer skills necessary to function in a technological world.

Assessment:

Demonstrate the ability to locate and retrieve digital information as evidenced by use of the D2L system, Adobe Creative Suite Software, other electronic databases, and online tutorials.

Demonstrate the ability to utilize information in traditional art formats, electronic media, and digitally formatted media as assessed by ability to access and utilize Adobe Creative Cloud applications, Word, PowerPoint and PDF documents via D2L system.

To validate proficiency in the general education competencies, students in some programs will be tested using Work Keys.

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