CG 203: Communication Design
Syllabus
Lecture Hours/Credits: 3/3

Catalog Description
Prerequisites: CG 201
Communication Design applies the principles established in the Fundamentals of Graphic Design course, to generating a body of work geared towards a professional design portfolio in the areas of poster, publication, packaging and screen-based design. The class is developed for graphic design students to exercise conceptual and formal skills in producing intelligent (thought through), visual solutions to graphic design problems. Students are expected to have a competent level of computer and graphic literacy.

Textbook and Course Materials
It is the responsibility of the student to confirm with the bookstore and/or their instructor the textbook, handbook, and any other materials required for their specific course and section.

Click here to see current textbook prices at cccnj.bncollege.com.

Evaluation Assessment
Online Proctoring
All courses offered at RCSJ, whether they are web-enhanced, hybrid, or fully online, may include assessments that make use of Online Proctoring. To find out more about Online Proctoring, and to learn about the minimum technical requirements, visit rcsj.edu/elearning/online-proctoring.

Grading Distribution
Grading to be determined by individual instructors.

Individual instructors may include the following assessment(s):

- Attendance
- Class projects
- Homework projects
- Final project

Grading
The grading scale for each course and section will be determined by the instructor and distributed the first day of class.
Rowan College of South Jersey Core Competencies

(Based on the NJCCC General Education Foundation - August 15, 2007; Revised 2011; Adopted 2014)

This comprehensive list reflects the core competencies that are essential for all RCSJ graduates; however, each program varies regarding competencies required for a specific degree. Critical thinking is embedded in all courses, while teamwork and personal skills are embedded in many courses.

1. **Written and Oral Communication**: Students will communicate effectively in both speech and writing.
2. **Quantitative Knowledge and Skills**: Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.
3. **Scientific Knowledge and Reasoning**: Students will use the scientific method of inquiry, through the acquisition of scientific knowledge.
4. **Technological Competency**: Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
5. **Society and Human Behavior**: Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
6. **Humanistic Perspective**: Students will analyze works in the fields of art, history, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.
7. **Historical Perspective**: Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.
8. **Global and Cultural Awareness**: Students will understand the importance of a global perspective and culturally diverse peoples.
9. **Ethical Reasoning and Action**: Students will understand ethical issues and situations.
10. **Information Literacy**: Students will address an information need by locating, evaluating, and effectively using information.

**CG 203 Core Competencies**

This course focuses on three of RCSJ's Core Competencies:

- Please add core competencies
# Student Learning Outcomes: Communication Design

<table>
<thead>
<tr>
<th>Successful completion of CG 203 will help students:</th>
<th>RCSJ Core Competencies</th>
<th>Evaluation / Assessment (Additional means of evaluation may be included by individual instructors)</th>
</tr>
</thead>
</table>
| Apply graphic design principles to complex design problems | | • Attendance  
• Class projects  
• Homework projects  
• Final project |
| Develop critical thinking skills | | • Attendance  
• Class projects  
• Homework projects  
• Final project |
| Develop a verbal and visual vocabulary to describe, generate and evaluate basic graphic design assignments | | • Attendance  
• Class projects  
• Homework projects  
• Final project |
| Demonstrate visual problem solving skills (methodologies) | | • Attendance  
• Class projects  
• Homework projects  
• Final project |
| Demonstrate an interest in crossing boundaries (taking on responsibilities, some or all, of content provider, writer, editor, image maker, producer) to generate projects | | • Attendance  
• Class projects  
• Homework projects  
• Final project |
| Illustrate advanced technological skills in executing solutions | | • Attendance  
• Class projects  
• Homework projects  
• Final project |
| Exhibit high proficiency in the use of type and image | | • Attendance  
• Class projects  
• Homework projects  
• Final project |
| Demonstrate high proficiency and attention to craft and presentation | | • Attendance  
• Class projects  
• Homework projects  
• Final project |
Successful completion of CG 203 will help students:

<table>
<thead>
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<th>RCSJ Core Competencies</th>
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| Identify and apply the stages of the design process: concept, process and craft | • Attendance  
• Class projects  
• Homework projects  
• Final project |
| Complete multi-projects in a timely manner | • Attendance  
• Class projects  
• Homework projects  
• Final project |

Topical Outline

- Overview/review of design process: Concept, Process and Craft
- Overview of the various areas of Communication/Graphic Design
- Type, image, concept and meaning
- Information hierarchy
- Issues with Poster design
- Issues with publication/editorial design
- Issues with designing Pamphlets
- Issues with designing a Newsletter
- Using metaphor/literal images to express meaning
- Issues with designing an Annual Report
- Issues with designing Book covers
- Issues with Product/packaging design
- CD Design
- Corporate Identity system
- Issues with Book design
- Issues with designing for the web
- Interface design
**Affirmative Action Statement**

The Board of Trustees is committed to providing a work and academic environment that maintains and promotes affirmative action and equal opportunity for all employees and students without discrimination on the basis of certain enumerated and protected categories. These categories are race, creed (religion), color, national origin, nationality, ancestry, age, sex (including pregnancy and sexual harassment), marital status, domestic partnership or civil union status, affectional or sexual orientation, gender identity or expression, atypical hereditary cellular or blood trait, genetic information, liability for military service, or mental or physical disability, including AIDS and HIV related illnesses.

For questions concerning discrimination, contact Almarie J. Jones, Special Assistant to the President, Diversity and Equity/Title IX and Compliance, 856-415-2154 or ajones@rcsj.edu or (Cumberland) Nathaniel Alridge, Jr., JD, Director, Diversity and Equity/Title IX and Judicial Affairs, 856-691-8600, ext. 1414 or nalridge@rcsj.edu. For disability issues or any barriers in the learning or physical environment related to a document condition/disability please contact: Gloucester campus – Dennis M. Cook, Director, Department of Special Services, ADAAA/504 Officer at 856-415-2265 or dcook@rcsj.edu; or Cumberland Campus – Meredith Vicente, Senior Director, Physical & Learning Disabilities, Center for Academic & Student Success (CASS) at 856-691-6900 ext. 1282 or mvicent1@rcsj.edu

**Department of Special Services**

The Department of Special Services, located in the Enrollment and Student Services building, within the Testing Center, welcomes students of all abilities. The staff members in Special Services are committed to providing support services and ensuring equal access to eligible students with documented conditions/disabilities as outlined by the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act with Amendments Act (ADAAA). For more information, please visit our website-Department of Special Services or call 856-691-8600 x1445 or x1487.
There are multiple safe places for students to report allegations of sexual assault, both on and off campus. Reports of sexual assault can be made to any of the following offices listed in the chart below.

All students are encouraged to report alleged crimes on campus. Employees must report crimes that pose an immediate threat to the campus to the Security Office, the local Police Department or the Sheriff’s Office.

<table>
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<tr>
<th>Service</th>
<th>Resource</th>
<th>Phone Number/Location/Website</th>
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<tr>
<td><strong>Non-Confidential Reporting</strong>&lt;br&gt;Law Enforcement</td>
<td>Vineland Police Dept.&lt;br&gt;Millville Police Department&lt;br&gt;Cumberland Co. Sheriff’s Office&lt;br&gt;Cumberland County Emergency Services&lt;br&gt;Cumberland Campus Security&lt;br&gt;856-200-4706 (Direct)</td>
<td>856-691-4111&lt;br&gt;856-825-7010&lt;br&gt;856-451-4449&lt;br&gt;9-1-1&lt;br&gt;Andres Lopez, Director&lt;br&gt;Safety and Security&lt;br&gt;856-691-8600, ext. 1777</td>
</tr>
<tr>
<td><strong>Non-Confidential</strong>&lt;br&gt;On-Campus Reporting Support Services</td>
<td>Almarie J. Jones&lt;br&gt;Special Assistant to the President Diversity and Equity, Title IX and Compliance&lt;br&gt;Nathaniel Alridge, Jr., JD, Director Diversity and Equity, Title IX and Judicial Affairs&lt;br&gt;Kellie W. Slade&lt;br&gt;Executive Director&lt;br&gt;Student Services, Student Life</td>
<td>856-415-2154&lt;br&gt;College Center, room116&lt;br&gt;a{<a href="mailto:jones@rcsj.edu">jones@rcsj.edu</a>}&lt;br&gt;856-200-4712&lt;br&gt;<a href="mailto:nalridge@rcsj.edu">nalridge@rcsj.edu</a>&lt;br&gt;Academic Building, 2nd floor&lt;br&gt;856-200-4615&lt;br&gt;<a href="mailto:kslade@rcsj.edu">kslade@rcsj.edu</a>&lt;br&gt;Student Life Building (near gym)</td>
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<tr>
<td><strong>Confidential</strong>&lt;br&gt;On-Campus Counseling and Support Services</td>
<td>Heather Bense, LCSW, ACS Director&lt;br&gt;____________________________&lt;br&gt;John Wojtowicz, LSW, VACW&lt;br&gt;Mental Health Counselor&lt;br&gt;Student Counseling and Wellness Center</td>
<td>856-200-4759&lt;br&gt;<a href="mailto:hbense@rcsj.edu">hbense@rcsj.edu</a>&lt;br&gt;Academic Building downstairs&lt;br&gt;_________________________&lt;br&gt;856-200-4760&lt;br&gt;<a href="mailto:jwojtowicz@rcsj.edu">jwojtowicz@rcsj.edu</a>&lt;br&gt;Academic Building – 1st floor</td>
</tr>
<tr>
<td><strong>Confidential</strong>&lt;br&gt;Off-Campus Full-Service Support</td>
<td>Center for Family Services – Services Empowering Rights of Victims (SERV)</td>
<td>24/7 Hotlines&lt;br&gt;Cumberland Co. – 1-800-225-0196&lt;br&gt;Camden &amp; Glo. Co. 1-866-295-7378&lt;br&gt;centerffs.org/serv</td>
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<td><strong>Sexual Assault Nurse Examiner on Site</strong></td>
<td>Inspira Medical Center&lt;br&gt;Vineland</td>
<td>1505 W. Sherman Ave., Vineland, NJ&lt;br&gt;856-641-8000</td>
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