



Communication and Creative & Performing Arts Division  
1400 Tanyard Road, Sewell, NJ 08080  
856-468-5000

## **COM 300 Publication, Layout and Design**

Syllabus

Lecture Hours/Credits: 3/3

### **Catalog Description**

*Prerequisite: AA Arts and Sciences Communications Options Degree*

*Prerequisite or Corequisite – CGA103 and CGA120*

This course focuses on design, layout, and make-up of brochures, magazine and newspaper pages, newsletters, fliers, and advertisements. Students will learn how to coordinate art and typography with content. A workshop approach is used to show students how creativity in design can increase the effectiveness of communication. Students learn how to work with various computer applications to achieve effective layout.

### **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 [rcgc.bncollege.com](http://rcgc.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](http://rcsj.edu/elearning/online-proctoring).

#### **Grading Distribution**

Grading to be determined by individual instructors.

Individual instructors may include the following assessment(s):

- Quizzes
- Assignments
- Class Participation

#### **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.

### COM 300 Core Competencies

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

- Written and Oral Communication
- Technological Competency

## Student Learning Outcomes: Publication, Layout and Design

<b>Successful completion of COM 300 will help students:</b>	<b>RCSJ Core Competencies</b>	<b>Evaluation / Assessment</b> (Additional means of evaluation may be included by individual instructors)
Demonstrate strong communication skills and evidence of knowledge of the basics of design and layout principles	Written and Oral Communication	Written and oral assignments Class participation and discussions Synthesis of samples
Understand major concepts in design and layout, relating to text, color, art, and typography	Written and Oral Communication Technological Competency	Written and oral assignments Class participation and discussions Synthesis of samples
Communicate a message effectively through design and implementation of art and typography skills	Written and Oral Communication Technological Competency	Hands-on Assignments Critiques Class Participation Workshopping
Employ and master the technological skills and programs needed to create designs for layout and publication	Written and Oral Communication Technological Competency	Hands-on Assignments Critiques Class Participation Workshopping

### Topical Outline

- Design essentials
- Coordinating art and typography
- Using technology and software for design
- How effective design increases communication
- Workshopping
- Design, layout and makeup of:
  - Brochures
  - Magazine Pages
  - Newspaper Pages
  - Newsletters
  - Advertisements
  - Ethics of New Media

## **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](mailto: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](mailto: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 – Carol Weinhardt, Director, Department of Special Services, ADA/504 Officer at 856-415-2247 or [cweinhar@rcsj.edu](mailto:cweinhar@rcsj.edu); or Cumberland Campus – Meredith Vicente, Senior Director, Department of Special Services/Project Assist at 856-200-4688 or [mvicent1@rcsj.edu](mailto:mvicent1@rcsj.edu).

### **Department of Special Services**

The Department of Special Services is 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).

#### **(Gloucester Campus Location and Contact)**

Location: Instructional Center, room 425A.

Primary Contact: Director, Carol Weinhardt, (email) [cweinhar@rcsj.edu](mailto:cweinhar@rcsj.edu); or (phone) 856-415-2247.

#### **(Cumberland Campus Location and Contact)**

Location: Center for Academic & Student Success (CASS)

Primary Contact: Senior Director, Meredith Vicente, (email) [mvicent1@rcsj.edu](mailto:mvicent1@rcsj.edu); or (phone) 856-200-4688.

## Reporting Allegations of Sexual Assault and Resource Referrals (08/2021) Gloucester Campus

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. Crimes that pose a threat to the campus community must be reported to **9-1-1**, Security, the Sheriff's Office or the Deptford Township Police Department. All employees, including Security staff, must report incidents of discrimination, harassment or sexual misconduct to the Title IX Officer.

Service	Resource	Phone Number/Location/Website
<b>Non-Confidential Reporting</b>  Local Law Enforcement	Gloucester County Sheriff's Office	856-681-2200
	Deptford Township Police Dept.	856-845-2220
	Gloucester Co. Prosecutor's Office	856-384-5500
	Sexual Assault Response Team	856-384-5555
<b>Non-Confidential Reporting 9-1-1 and Campus Security</b>	<b>9-1-1</b> Gloucester County Emergency Management Dispatch  Campus Security <b>Blue Light</b> Emergency Phones <u>or</u> ext. 4444 from any campus desk phone	<b>9-1-1 or push RED button on Campus Blue Light</b> Emergency Phones  856-681-6287
<b>Non-Confidential On-Campus Reporting Support Services</b>	Almarie J. Jones Special Assistant to the President Diversity and Equity/Title IX and Compliance  John F. Ryder Director, Student and Veteran Affairs	856-415-2154 College Center, Room 116 <i>ajones@rcsj.edu</i>  856-468-5000, ext. 6456 College Center, room 202 <i>jryder@rcsj.edu</i>
<b>Confidential On-Campus Counseling and Support Services</b>	Lois Y. Lawson-Bridgell, Ph.D. MSW, LSW, Director Counseling & Wellness Services Center	856-464-5236 <i>llawsonb@rcsj.edu</i> College Center, Room 206
	William Leonard, Ph.D. Intervention Teams Consultant	856-415-2119 <i>wleonard@rcsj.edu</i> College Center, STEM Office C-168
	Crystal Noboa, LSW, MSW Director, The Center for People in Transition (PIT)	856-415-2264 <i>cnoboa@rcsj.edu</i> Career & Technical Education Center, Room 809, 1492 Tanyard Road
	Diane Mussoline, EdS, LMFT Executive Director of Behavioral Services	856-494-5665 <i>dmussoli@rcsj.edu</i> Rowan University Center, Room 200A
<b>Confidential Off-Campus Full-Service Support</b>	Center for Family Services/ Services Empowering Rights of Victims (SERV)	1-866-295-7378 Camden and Gloucester counties <a href="http://www.centerffs.org/serv">www.centerffs.org/serv</a>
<b>Hospitals with Sexual Assault Nurse Examiners</b>	Inspira Medical Center	700 Mullica Hill Road, Mullica Hill, NJ 08062 856-508-1000
	Jefferson Washington Township Hospital	435 Hurffville-Crosskeys Rd., Turnersville, NJ 856-582-2500