

GC 115



GRAPHICS AND MEDIA A Multicultural Perspective

GC115 # 50161

3 units

Online

Summer 2021

GRAPHICS AND MEDIA: A MULTICULTURAL PERSPECTIVE

Instructor: Lillian Payn, Ph.D.

6/21/21 – 8/13/21 - 4 pm

760/744-1150X 3078 — lpayn@palomar.edu

Office hours: By appointment.

PLEASE: **E-mail Subject line: your section number!**

(Online/Phone/Zoom, etc.)



Class Site >>> <http://www2.palomar.edu/users/lpayn/115>

Syllabus >>> <https://www2.palomar.edu/users/lpayn/115/Syllabus.pdf>

Tutorials >>> <https://www2.palomar.edu/pages/atrc/lms-login/>

(Select CANVAS: Logon: Palomar e-mail address / Password: Palomar e-mail PW)

— AA Multicultural / AA General Ed Area C / UC and CSU Transfer course / UC IGETC Area 3A / CSU GE Area C1 —

| MODULE / DATE | ASSIGNMENT | POINTS |
|-----------------------|---|----------|
| June 21 11am–12 pm | “OPEN HOUSE” (<i>Not required</i>) [Click on link in canvas] (Meet and Greet; Q/A) https://palomar.edu.zoom.us/j/3742025403?pwd=MkxvbjFwWGpOaDc4S05nVUNpRlp6Zz09 | |
| 1 — 6/21 – 23 | <ul style="list-style-type: none"> • Orientation: Course Content and Management • PreCourse & Orientation Tutorials (Canvas Assignments) • Concepts: Culture and Graphics/Media • TEXT Chapter 1 • NOW YOU DO IT: 1.1 Hello Post + 1.2 Discussion Posts (due 6/23 midnight) + Extra Credit Discussion Posts (20 each) (by 8/13 4 pm) | 20 20 |
| 2 — 6/24 – 26 | <ul style="list-style-type: none"> • Concepts: Convergence • TEXT Chapter 1 – Section 1.4 • NOW YOU DO IT: 2.1 – Discussion Posts (due 6/26 midnight) • Extra Credit Discussion Posts 2.2 (20) (by 8/13 4 pm) | 20 |
| 3 — 6/28 – 30 | <ul style="list-style-type: none"> • Concepts: Print • TEXT Chapters 3, 4, 5 • NOW YOU DO IT: 3 – Ad Analysis Post (due 6/30 midnight) | 100 |
| 4 — 7/1 – 3 | <ul style="list-style-type: none"> • Concepts: Music, Radio, Movies • TEXT Chapters 6, 7, 8 • NOW YOU DO IT: Assessment 1 (due 7/3 midnight) | 100 |
| 5 — 7/5 – 7 | <ul style="list-style-type: none"> • Concepts: Video Games Topic: Gender • TEXT Chapter 10 • NOW YOU DO IT: PROJECT 1 – Your Own Original Ad (outline/plan due 7/7 (20), final ad due 7/10 (100), discussion due 7/14 (20)) | 120 |

Note: 2 modules/week • Due Dates =

Odd-numbered modules due Wednesdays 11:59 pm. ||| Even-numbered modules due Saturdays. 11:59 pm

“Class projects should be original, creative, and suitable for family viewing.”

| MODULE/DATE | ASSIGNMENTS | POINTS |
|--|---|-------------------------|
| 6 — 7/6 – 10 | <ul style="list-style-type: none"> • Concepts: Internet Topic: Ableism • TEXT Chapter 11 • NOW YOU DO IT: 6 - Discussion Post + Project 1 Ad (due 7/10 midnight) • NOW YOU DO IT: 6.1 – Extra Credit Discussion (20) | 20 |
| 7 — 7/12 – 14 | <ul style="list-style-type: none"> • Concepts: Public Relations and Marketing • TEXT Chapter 12 • NOW YOU DO IT: 7 – Discussion Post + 7.1 Ad Disc. (due 7/14 midnight) | 20 20 |
| 8 — 7/15 – 17 | <ul style="list-style-type: none"> • Topic: Advertising and Diversity • Topic: Graphics and the US Latino • Guest speaker (<i>online</i>): Prof. Rodolfo Jacobo • NOW YOU DO IT: 8– Discussion Post (due 7/17 midnight) • NOW YOU DO IT: Assessment 2 (due 7/17 midnight) | 20 100 |
| 9 — 7/19 – 21 | <ul style="list-style-type: none"> • Concepts: Graphics and the American Indian • Guest speaker (<i>online</i>): Prof. Alan Lechusza Aquallo • NOW YOU DO IT: 9 – Discussion Post (due 7/21midnight) | 20 |
| 10 — 7/22 – 24 | <ul style="list-style-type: none"> • Concepts: Graphics and the African American • Guest speaker (<i>online</i>): Prof. Rafiki Jenkins • NOW YOU DO IT: 10 (due 7/24) • NOW YOU DO IT: PROJECT 2 – Original Research Project (Plan due 7/24 (20); interviews completed 7/28; draft due 7/31 (20); project/presentation due 8/27(100); discussions due 8/11) (20) (<i>due dates to manage project</i>) | 20 120 |
| 11 — 7/26 – 28 | <ul style="list-style-type: none"> • Concepts: Theories; Graphics and Political Activism • TEXT Chapter 2 • NOW YOU DO IT: 11 – Discussion Post Extra Credit Opp due (7/28 midnight) (20) • NOW YOU DO IT: Assessment 3 (due 7/28 midnight) • PROJECT Interviews completed (not to turn in) due 7/28 | 20 100 |
| 12 — 7/29 – 31 | <ul style="list-style-type: none"> • Concepts: Globalization / TEXT Chapter 13 • Concepts: Legal/Ethical Implications / TEXT Chapter 14, 15 • NOW YOU DO IT: 12 – Discussion Post (Globalization) (due 7/31) • PROJECT Draft due 7/31 | 20 20 |
| 13/14 — 8/2 – 7 | <ul style="list-style-type: none"> • NOW YOU DO IT: PROJECT 2 Presentations (due 8/7) | |
| 15 — 8/9 – 11 | <ul style="list-style-type: none"> • NOW YOU DO IT: PROJECT 2 Discussions (due 8/11) • Assessment 4 opens (due 8/13 - 4 pm) | 20 |
| 16 — 8/12– 13 4 PM | <ul style="list-style-type: none"> • NOW YOU DO IT: • Extra Credit Posts (due 8/13- 4 pm) • ALL Final posts wrapped up by 8/13- 4 pm) • NOW YOU DO IT: Assessment 4 (due 8/13- 4 pm) | 100 |
| — Schedule and tasks subject to change. — | | |

ADMINISTRATIVE NOTES

DUE DATES

You are urged to keep up with the daily assignments to ensure that you are getting a quality learning experience by participating with the entire community of learners in GC 115.

Please complete all assignments for the week in a timely manner. 10% penalty for each late assignment. Incompletes are acceptable only under extreme circumstances. Pass/No Pass is a realistic option to prevent stress and frustration. Remember that a **3-unit course is equivalent to 54 hours of lecture**. Please, if you anticipate any conflicts, let's work out a sensible completion plan in advance.

Assignments are to be posted in Canvas virtual classroom (requirements are in each tutorial). Note that Technical Specialists are on duty until 9 pm Monday –Thursday and 4 on Fridays. Please plan posting accordingly.

It is your responsibility to drop the class, not the instructor's.

6/21 — Course begins

6/30 — Last day to drop course (without notation)

7/1 — Last day to change status (P/NP)

7/14 — Last day to get refund

7/18 — Last day to withdraw from course (W)

8/13 — Course ends at **4 PM**

Student Services: Please let me know if you have any special needs or go directly to Student Services for assistance. The college has many resources to support your learning, too. College regulations for attendance, conduct, academic integrity, etc. (Code of Conduct) apply to Graphic Communications courses, and can be found at

<https://www2.palomar.edu/pages/studentlifeandleadership/standard-of-student-conduct/>

Register for a student e-mail account to get course and college information.:

<https://www2.palomar.edu/pages/enrollmentservices/email/>

(NOTE: Canvas permits changing e-mail/text # in Notifications.)

REQUIRED TEXT: FREE!!!

(Thanks to the Open Education Resources Initiative (OER), we can provide a **FREE** textbook to this class. **The text will be transmitted to you in a PDF file via the Canvas Virtual Classroom.** This version is based on the following text that has been adopted for this class previously.)

Understanding Media and Culture: An Introduction to Mass Communication.

By University of Minnesota is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 License.

Based on

Introduction to Mass Communication: Media Literacy and Culture.

By Baran, Stanley J.

Additional Readings: assigned in the Canvas Virtual Classroom

OBJECTIVES

1. Define Graphic Design and Communication.
2. Describe Media Technology and the Visual Arts.
3. Identify Consumers in a Multicultural Society.
4. Identify Marketing, Advertising, and Communication Strategies for a Multicultural Society.
5. Identify graphic traditions, contributions, cultural ranges, and marketing research within the following ethnicities/ subcultures/populations: African Americans, American Indians, Asian-American, Pacific Islanders, and US Latinos, as well as issues around age/ generational groups, LGBTQ, gender, class, and people with disabilities.
6. Describe the impact of globalization.
7. Discuss ethical issues in multicultural marketing.

GRADING SCALE

| | |
|------------|---|
| 1000 – 900 | A |
| 899 – 800 | B |
| 799 – 700 | C |
| 699 – 600 | D |
| 599 – 0 | F |

Please see Rubric in Canvas virtual classroom (Course Information) for Grading Criteria:

- ✦ Discussions and Participation
- ✦ Project Production

Grades are posted in the Tools section of the Canvas virtual classroom.

STUDENT LEARNING OUTCOMES:

1. Describe the various niches the graphic designer/producer must market to.
2. Identify, compare, and contrast examples of graphics products that demonstrate specific market niches.

METHODS

1. Lectures.
2. Discussions.
3. Questions and answers.
4. Online troubleshooting and conference board.
5. Assignments:
 - a Readings
 - b Discussions
 - c Projects
 - d Case studies

SUPPLIES

- ✦ USB drives
- ✦ Folders (digital or hard copy) for handouts and assignments

SOFTWARE

- Internet Connection with a browser such as Safari or Chrome.
- Word Processing Application, such as MS Word.
- Presentation Application such as MS PowerPoint, or any similar applications.

PLEASE TURN OFF ALL CELL PHONES IN CLASS OR LABS.

Please post your questions about the course content or administration in the Troubleshooting Discussion Board. Please answer each other in this Board, too. Questions of a personal nature should be directed toward the professor via e-mail, or telephone.