

GC 115



GRAPHICS AND MEDIA A Multicultural Perspective

GC115 # 71587

3 units

Online

Fast Track 2 / FALL - 2022

GRAPHICS AND MEDIA: A MULTICULTURAL PERSPECTIVE

Instructor: Lillian Payn, Ph.D.

10/17/22 – 12/16/22 - 4 pm

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

Office hours: Th. 8 – 1 — Other times available on request. (Please by appointment, so we don't double book)

ZOOM >>> Meeting ID: 374 202 5403. Password: GC

<https://palomar-edu.zoom.us/j/3742025403?pwd=bTk0eHU1Rk42NEkycWEzbIzEUKZPZz09>

(NO required meetings. Recommended sessions for Orientation and Project launches.)



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

Syllabus >>> <https://www2.palomar.edu/users/lpayn/115/syllabusFA22-FT2.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
MONDAY— 10/17 12:30 am–1:30 pm	“Meet and Greet” Zoom Orientation & Course Overview https://palomar-edu.zoom.us/j/3742025403?pwd=bTk0eHU1Rk42NEkycWEzbIzEUKZPZz09 ▪ Password: GC Meeting ID: 374 202 5403 ▪ (Not required, but you are encouraged to attend to get important information) ▪ Syllabus Review Assessment (Required, due by 10/29) 40 ▪ Online Learning Orientation Badge (Extra Credit = 25) (due by 12/10 11:59 pm))	
1 — 10/17 – 19	<ul style="list-style-type: none"> • PreCourse & Orientation Tutorials (Canvas Assignments) • Preview Course Topics; • NOW YOU DO IT: 1.1 Hello Post (due 10/19 11:59 pm) • Self-Designed Extra Credit Discussion Posts (EC = 20 each) (by 12/10) 	20
2 — 10/20 – 22	<ul style="list-style-type: none"> • Concepts: Culture, Race, Ethnicity and Graphics; Media & Convergence • TEXT Chapter 1 • NOW YOU DO IT: 2.1 – Discussion Posts (due 10/22 midnight) • 2.2 Factitious Game Discussion Post (EC = 20) (by 12/10) 	20
3 — 10/24 – 26	<ul style="list-style-type: none"> • Concepts: Print • TEXT Chapters 3, 4, 5 (Focus: Module & Diversity Themes, Media Literacy, Graphics & Media) • NOW YOU DO IT: 3 – Ad Content Analysis Post (due 10/26 11:59 pm) 	100
4 — 10/27 – 29	<ul style="list-style-type: none"> • Concepts: Music, Radio, Movies • TEXT Chapters 6, 7, 8 • NOW YOU DO IT: Assessment 1 (due 10/29 11:59 pm) 	100

“Class projects should be original, creative, and suitable for family viewing.”
 — Schedule and tasks subject to change. —

MODULE/DATE	ASSIGNMENTS	POINTS
5 — 10/31–11/2	<ul style="list-style-type: none"> Concepts: Video Games Topic: Gender TEXT Chapter 9 NOW YOU DO IT: PROJECT 1 – Your Own Original Ad 5.1 Plan due 11/2 (20), ad due 11/5 (100), discussion due 11/9 (20) 5.2 Harvard Implicit Bias Discussion Post (EC = 20) (by 12/10) 	20
6 — 11/3 – 11/5	<ul style="list-style-type: none"> Concepts: Internet Topic: Ableism TEXT Chapter 11 NOW YOU DO IT: 6 - Discussion Post + Project 1 Ad (due 11/5 11:59 pm) 	20 100
7 — 11/7 – 9	<ul style="list-style-type: none"> Concepts: Public Relations and Marketing TEXT Chapter 12 NOW YOU DO IT: 7 – Discussion Post + (6) Ad Disc. (due 11/9 11:59 pm) 	20 20
8 — 11/10 – 12	<ul style="list-style-type: none"> Topic: Advertising and Diversity Topic: Graphics and the US Latino Guest speaker (online): Prof. Rodolfo Jacobo NOW YOU DO IT: 8 – Discussion Post (due 11/12 11:59 pm) NOW YOU DO IT: Assessment 2 (due 11/12 11:59 pm) 	20 100
9 — 11/14 –16 ZOOM (Project 2) Monday 11/14 12:30 am–1:30pm	<ul style="list-style-type: none"> Concepts: Graphics and the American Indian Guest speaker (online): Prof. Alan Lechusza Aquallo NOW YOU DO IT: 9 – Discussion Post (due 11/16 11:59 pm) 	20
10 — 11/17–19	<ul style="list-style-type: none"> Concepts: Graphics and the African American Guest speaker (online): Prof. Rafiki Jenkins NOW YOU DO IT: 10.1 - Discussion Post (due 11/19 11:59 pm)) NOW YOU DO IT: PROJECT 2 – Original Research Project 10.2 Plan due 11/19 (20); interviews completed 11/30; draft due 12/3 (20); project/presentation due 12/10 (100); discussions due 12/14 (20) (due dates to manage project) 	20 20
11/21 – 26	Happy Thanksgiving break – no classes	
11 — 11/28 – 30	<ul style="list-style-type: none"> Concepts: Theories; Graphics and Political Activism TEXT Chapter 2 11 Beyond Demographics Archetypes (EC = 20) (by 12/10) PROJECT Interviews completed 11/30 (not submitted) NOW YOU DO IT: Assessment 3 (due 11/30 midnight) 	100
12 — 12/1– 3	<ul style="list-style-type: none"> Concepts: Globalization / TEXT Chapter 13 Concepts: Legal/Ethical Implications / TEXT Chapter 14, 15 NOW YOU DO IT: 12.1 – Discussion Post (Globalization) (due 12/3) PROJECT Draft due 12/3 12.2 VALS™ Instrument Discussion Post (EC = 20) (by 12/10) 	20 20
13 — 12/5 – 7	<ul style="list-style-type: none"> (Prepare Presentations) 	
14 — 12/8 – 10	<ul style="list-style-type: none"> NOW YOU DO IT: 14. PROJECT 2 Presentations (due 12/10) Extra Credit Posts (due 12/10) 	100
15–16 — 12/12–16 4 PM Canvas Closes	<ul style="list-style-type: none"> NOW YOU DO IT: 14. PROJECT 2 Discussions (due 12/14) ALL Final posts wrapped up (due 12/14) NOW YOU DO IT: Assessment 4 (due 12/16- 4 pm) 	20 100

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.

10/17 — Course begins

10/26 — Last day to drop course (without notation)

10/27 — Last day to change status (P/NP)

10/30 — Last day to get refund

11/13 — Last day to withdraw from course (W)

12/16 — **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.