# GRAPHICS AND MEDIA: A MULTICULTURAL PERSPECTIVE

**Instructor:** Lillian Payn, Ph.D.  
8/21/17 – 12/15/17  
760/744-1150 X 3078 — lpayn@palomar.edu | Office hours (MD 148): 2 – 3 pm Wednesdays

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**Class site** ➔ [http://www2.palomar.edu/users/lpayn/115](http://www2.palomar.edu/users/lpayn/115)  
**Syllabus** ➔ [http://www2.palomar.edu/users/lpayn/115/syllabus.pdf](http://www2.palomar.edu/users/lpayn/115/syllabus.pdf)  
**Tutorials** ➔ [https://www2.palomar.edu/pages/atrc/lms-login/](https://www2.palomar.edu/pages/atrc/lms-login/)  
(Select CANVAS: Logon: 9-digit ID number/Password: eServices PW)

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**MODULE / DATE** | **ASSIGNMENT** | **POINTS**
---|---|---
**Monday 8/21**  
6 pm – 8 pm  
MD 135  
1 — 8/21 – 26 | • Orientation: Course Content and Management (F2F)  
• PreCourse Online Orientation Canvas-available early  
• Concepts: Culture and Graphics/Media  
• TEXT Chapter 1  
• NOW YOU DO IT: Hello Post + Discussion Posts  
(due 8/26 midnight)  
• NOW YOU DO IT: 12 – Webliography Discussion Post  
• NOW YOU DO IT: Extra Credit Discussion Posts  
(both by 12/12 midnight; Webliography required) | 25 (extra credit)

2 — 8/28 – 9/2 | • Concepts: Convergence  
• TEXT Chapter 2  
• NOW YOU DO IT: 2 – Discussion Posts  
(due 9/2 midnight) | 20

3 — 9/4 – 9 | • Concepts: Print  
• TEXT Chapters 3, 4, 5  
NOW YOU DO IT: 3 – Ad Analysis Post  
(due 9/9 midnight) | 100

4 — 9/11 – 16 | • Concepts: Film, Radio, TV  
• TEXT Chapters 6, 7, 8  
• NOW YOU DO IT: Assessment 1 (due 9/16 midnight) | 100

5 — 9/18 – 23 | • Concepts: Video Games  
• Topic: Gender  
• TEXT Chapter 9  
• NOW YOU DO IT: 5 – Discussion Post (due 9/23 midnight)  
• NOW YOU DO IT: PROJECT 1 – Your Own Ad  
(outline due 9/23 (20), final ad due 9/30 (100), discussion due 10/4) | 120
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<thead>
<tr>
<th>MODULE/DATE</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
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| 6 — 9/25 – 30    | • Concepts: Internet  
|                  | Topic: Ableism  
|                  | • TEXT Chapter 10  
|                  | • NOW YOU DO IT: 6 - Discussion Post (due 9/30 midnight)  
|                  | • Project 1 Ad (due 9/30), Project 1 Discussion (due 10/4 midnight)  
|                  |                                                                                               | 20     |
| 7 — 10/2 – 7     | • Concepts: Public Relations and Marketing  
|                  | • TEXT Chapter 11  
|                  | • NOW YOU DO IT: 7 Ad Discussion (due 10/4)  
|                  | 7.1 – Discussion Post (due 10/7 midnight)  
|                  |                                                                                               | 20     |
| 8 — 10/9 – 14    | • Topic: Advertising and Diversity  
|                  | • Topic: Graphics and the US Latino  
|                  | • Guest speaker (online): Prof. Rodolfo Jacobo  
|                  | • NOW YOU DO IT: 8.1 + 8.2 – Discussion Posts (due 10/14 midnight)  
|                  | • NOW YOU DO IT: Assessment 2 (due 10/14 midnight)  
|                  |                                                                                               | 100    |
| 9 — 10/16 – 21   | • Concepts: Graphics and the American Indian  
|                  | • TEXT Chapter 12  
|                  | • Guest speaker (online): Prof. Alan Lechusza Agallo  
|                  | • NOW YOU DO IT: 9 – Discussion Post (due 10/21 midnight)  
|                  |                                                                                               | 20     |
| 10 — 10/23 – 28  | • Concepts: Graphics and the African American  
|                  | • Guest speaker (online): Prof. Rafiki Jenkins  
|                  | • NOW YOU DO IT: 10 – Discussion Post (due 10/28 midnight)  
|                  |                                                                                               | 20     |
| 11 — 10/30 – 11/4| • Concepts: Theories; Graphics and Political Activism  
|                  | • TEXT Chapter 13  
|                  | • NOW YOU DO IT: 11 – Discussion Post (due 8/2 midnight)  
|                  | • NOW YOU DO IT: Assessment 3 (due 11/4 midnight)  
|                  |                                                                                               | 100    |
| 12 — 11/6 – 11   | • Concepts: Legal/Ethical Implications / TEXT Chapter 14  
|                  | • Concepts: Globalization / TEXT Chapter 15  
|                  | • NOW YOU DO IT: 12 – Discussion Post (Globalization) (due 11/11 midnight)  
|                  | • NOW YOU DO IT: PROJECT 2 – Original Project (plan due 11/11 (20); interviews completed (but not "turned in") 11/18; draft due 12/2 (20); project/presentation due 12/9 (100); discussion due 12/12 (20))  
|                  |                                                                                               | 20     |
| 13 — 11/13 – 18  | NOW YOU DO IT: Interviews completed (not "turned in") (11/18)  
| 11/20 – 25       | Happy Thanksgiving break – no classes  
| 14 — 11/27 – 12/2| NOW YOU DO IT: PROJECT 2 – Draft due 12/2 (20)  
| 15 — 12/4 – 12/9 | NOW YOU DO IT: PROJECT 2 Presentation (due 12/9)  
| 16 — 12/11 – 15  | NOW YOU DO IT: PROJECT 2 Discussion (due 12/12)  
| (closes 4 pm)    | Final posts wrapped up by 12/12  
|                  | NOW YOU DO IT: Assessment 4 (12/13 – 15 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/MCS 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 48 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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>8/21</td>
<td>Semester begins</td>
</tr>
<tr>
<td>9/4</td>
<td>Last day to drop course (without notation)</td>
</tr>
<tr>
<td>9/1</td>
<td>Last day to change status (P/NP)</td>
</tr>
<tr>
<td>10/14</td>
<td>Last day to withdraw from course (W)</td>
</tr>
<tr>
<td>12/15</td>
<td>Semester ends</td>
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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 [http://www.palomar.edu/students](http://www.palomar.edu/students) Register for a student e-mail account: [http://studentmail.palomar.edu/](http://studentmail.palomar.edu/)

### REQUIRED TEXT

*Introduction to Mass Communication: Media Literacy and Culture.*


ISBN: 978-0-07-352621-8

Additional Readings: assigned in the Canvas Virtual Classroom.

### PRECOURSE TUTORIALS / ONLINE ORIENTATION

Self enroll: [https://palomar.instructure.com/enroll/YX43RJ](https://palomar.instructure.com/enroll/YX43RJ)

Please complete the online orientation prior to starting the course content. You may start/stop the tutorials at any time and save your progress. Those who have completed the interactive tutorials have been more successful in their online courses. The tutorials are interactive, professionally produced, and very worthwhile. The orientation features a diagnostic tool in Orientation Module 1 (SmarterMeasures) that gathers your profile for a thorough remediation report. You can save it as a file and/or print it for future reference. *(Once you complete the orientation, you will receive a badge that will go with you to all of your future online classes at Palomar College, and you will not need to repeat the orientation, unless you wish to.)* Those who complete the orientation by the end of the course will earn 25 extra credit points.

### OBJECTIVES

1. Define Graphic Design and Communication.
2. Describe Media Technology and the Visual Arts.
3. Identify Consumers in 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, LGBT, 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 or CDs
- 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.

(8/23/17)