GC/MCS 115

GRAPHICS AND MEDIA: A MULTICULTURAL PERSPECTIVE

GC 115 # 71095  Fall 2018  3 units
Online

GRAPHICS AND MEDIA: A MULTICULTURAL PERSPECTIVE
Instructor: Lillian Payn, Ph.D.  8/20/18 – 12/14/18
760/744-1150  X 3078 — lpayn@palomar.edu  Office hours (MD 148): TU/TH 9 – 11, W 2 – 4
PLEASE: E-mail Subject line: your section number!  或 by appointment.

Class site ➔ http://www2.palomar.edu/users/lpayn/11
Syllabus ➔ http://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)

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<th>MODULE / DATE</th>
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| Friday 8/24 8–10 am MD 135 1 — 8/20 – 25 | • Orientation: Course Content and Management  
• PreCourse Tutorials (Canvas Assignments)  
• Concepts: Culture and Graphics/Media  
• TEXT Chapter 1  
• NOW YOU DO IT: Hello Post + Discussion Posts (due 8/25 midnight)  
• NOW YOU DO IT: 12 – Discussion Post (Webliography)  
• NOW YOU DO IT: Extra Credit Discussion Posts (20) (both posts by 12/12 midnight) | 20     |
| 2 — 8/27 – 9/1      | • Concepts: Convergence  
• TEXT Chapter 1 – Section 1.4  
• NOW YOU DO IT: 2 – Discussion Posts (due 9/1 midnight) | 20     |
| 3 — 9/3 – 8         | • Concepts: Print  
• TEXT Chapters 3, 4, 5  
NOW YOU DO IT: 3 – Ad Analysis Post (due 9/8 midnight) | 100    |
| 4 — 9/10 – 15       | • Concepts: Film, Radio, TV  
• TEXT Chapters 6, 7, 8, 9  
• NOW YOU DO IT: Assessment 1 (due 9/15 midnight) | 100    |
| 5 — 9/17 – 22       | • Concepts: Video Games  
• TEXT Chapter 9 – Section 9.4, and Chapter 10  
• NOW YOU DO IT: 5 – Discussion Post  
• NOW YOU DO IT: PROJECT 1 – Your Own Ad (outline due 9/22 (20), final ad due 9/29 (100), discussion due 10/6) | 20 120 |

“Class projects should be original, creative, and suitable for family viewing.”
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| 6 — 9/24 – 29    | • Concepts: Internet Topic: Ableism  
• TEXT Chapter 11  
• NOW YOU DO IT: 6 - Discussion Post (due 9/29 midnight)  
• Project 1 Ad due (due 9/29 midnight)                                                                                                                       | 20     |
| 7 — 10/1 – 6     | • Concepts: Public Relations and Marketing  
• TEXT Chapter 12  
• NOW YOU DO IT: 7 – Discussion Post + 7.1 Ad Disc. (due 10/6 midnight)                                                                                       | 20     |
| 8 — 10/8 – 13    | • 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 10/13 midnight)  
• NOW YOU DO IT: Assessment 2 (due 10/13 midnight)                                                                                                      | 100    |
| 9 — 10/15 – 20   | • Concepts: Graphics and the American Indian  
• Guest speaker (online): Prof. Alan Lechusza Aquallo  
• NOW YOU DO IT: 9 – Discussion Post (due 10/20 midnight)                                                                                               | 20     |
| 10 — 10/22 – 27  | • Concepts: Graphics and the African American  
• Guest speaker (online): Prof. Rafiki Jenkins  
• NOW YOU DO IT: 10 – Discussion Post (due 10/27 midnight)                                                                                             | 20     |
| 11 — 10/29 – 11/3| • Concepts: Theories; Graphics and Political Activism  
• TEXT Chapter 2  
• NOW YOU DO IT: 11 – Discussion Post (due 11/3 midnight)  
• NOW YOU DO IT: Assessment 3 (due 11/3 midnight)                                                                                                       | 100    |
| 12 — 11/5 – 10   | • Concepts: Globalization / TEXT Chapter 13  
• Concepts: Legal/Ethical Implications / TEXT Chapter 14, 15  
• NOW YOU DO IT: 12 – Discussion Post (Globalization) (due 11/10)                                                                                       | 20     |
| 13 — 11/12 – 17  | • NOW YOU DO IT: PROJECT 2 – Original Research Project (plan due 11/17 (20); interviews completed 11/24; draft due 12/1 (20); project/presentation due 12/8 (100); discussion due 12/12 (20)) | 160    |
| 11/19 – 24       | Happy Thanksgiving break – no classes                                                                                                                                                                         |        |
| 14 — 11/26 – 12/1| • PROJECT 2 Draft (due 12/1)                                                                                                                                                                             |        |
| 15 — 12/3 – 8    | • NOW YOU DO IT: PROJECT 2 Presentation (due 12/8)                                                                                                                                                           |        |
| 16 — 12/10 – 14  | • NOW YOU DO IT: PROJECT 2 Discussion (due 12/12)  
• ALL Final posts wrapped up by 12/12  
• NOW YOU DO IT: Assessment 4 (due 12/14 - 4 pm)                                                                                                         | 100    |

— Schedule and tasks subject to change. —
**ADMINISTRATIVE NOTES**

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<tr>
<th>DUE DATES</th>
<th>OBJECTIVES</th>
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<tr>
<td>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.</td>
<td>1. Define Graphic Design and Communication.</td>
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<td>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.</td>
<td>2. Describe Media Technology and the Visual Arts.</td>
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<td>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.</td>
<td>3. Identify Consumers in a Multicultural Society.</td>
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<td>It is your responsibility to drop the class, not the instructor's.</td>
<td>4. Identify Marketing, Advertising, and Communication Strategies for a Multicultural Society.</td>
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<td>8/20 — Semester begins</td>
<td>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.</td>
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<td>9/3 — Last day to drop course (without notation)</td>
<td>6. Describe the impact of globalization.</td>
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<td>9/27 — Last day to change status (P/NP)</td>
<td>7. Discuss ethical issues in multicultural marketing.</td>
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<td>10/12 — Last day to withdraw from course (W)</td>
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<td>12/14 — 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

Register for a student e-mail account, and check it frequently since all course and college communications will be sent ONLY to your official Palomar e-mail account:

http://studentmail.palomar.edu/

**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.
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.

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, telephone, or office hours. Please add your section number in your E-mail Subject line.