

UNIVERSITY OF THE INCARNATE WORD

FMGT 1301 – Computer Applications for Fashion Marketing

Fall 2016, M 6:00-8:45 PM

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Joyce Bldg. Rm. 108

Office Hours: M 8:45-9:15 PM, or by appt.

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DESCRIPTION OF THE COURSE

Hands-on computer use with Adobe Creative Suite software to explore graphic skills .

3.000 Credit hours

PREREQUISITES

None

NOTE: Please be aware that the **surveillance** cameras exist on the exterior of the Joyce Bldg. and the gallery, hallway, classroom, sample room and computer lab (Rooms 108, 113, 114).

COURSE AUDIENCE

This is a freshman / sophomore level course (if using recommended degree plan) for student in the Fashion Marketing Program. Cannot be repeated for credit if passed the first time. The class may be retaken if student fails.

TEXT/MATERIALS

Required: None

You may bring your laptop if you wish to work on multiple systems or to ensure compatibility of files.

GRADES

Grades will be posted on Blackboard. However it is the student's responsibility to monitor progress toward course performance. If a student needs to discuss class performance, set an appointment with the course instructor.

DISABILITY ACCOMMODATIONS

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E, Title III of the Americans with Disabilities Act (ADA), and Title III of the ADA Amendments Act of 2008 (ADAAA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. To qualify for services, the student must provide Student Disability Services with the appropriate documentation of his or her disability at the time services and/or accommodations are requested.

PREGNANCY ACCOMMODATIONS

Under the Department of Education's (DOE) regulations implementing Title IX of the Education Amendments of 1972, the University does not discriminate against any student on the basis of pregnancy or pregnancy related conditions.

To request reasonable accommodations for disability, temporary disability (e.g., injury, surgery) or pregnancy, please contact:

Student Disability Services

4301 Broadway CPD 286

Administration Building – Suite 105

San Antonio, TX 78209

(210) 829-3997

(210) 829-6078 www.uiw.edu/sds

TITLE IX INFORMATION

Unlawful discrimination has no place at the University of the Incarnate Word. It violates the University's core values, including its commitment to equal opportunity and inclusion, and will not be tolerated. The University of the Incarnate Word prohibits sexual misconduct, that can include: (1) sex and gender based discrimination; (2) sexual and sex and gender based harassment (including a hostile environment based on sex or gender); (3) sexual assault; (4) sexual exploitation; (5) stalking; and (6) relationship violence (including dating and domestic violence). For more information, or to report an incident, please visit www.uiw.edu/titleix.

CLASS MEETING SCHEDULE AND ASSIGNMENTS

Date	Schedule	Subject	Assignment
8/22	Introductions	Team Building Exercise / Graphic Standards	
8/29	Introduction into Illustrator	Basic Skills	Introduce Assignment I - Logo
9/5	LABOR DAY		
9/12	Illustrator	Layers, Type & Color	Continue Assignment I
9/19	Illustrator	Pen & Pathfinder	Continue Assignment I
9/26	Exam I / Assignment I - Due	Illustrator Tools	
10/3	Introduction into Photoshop	Import / Export, Basic Skills	Introduce Assignment II
10/10	Photoshop	Layers	Continue Assignment II
10/17	Photoshop	Stamp Tool, Image Adjustments	Continue Assignment II
10/24	Photoshop	Filter	Continue Assignment II
10/31	Exam II / Assignment II Due	Photoshop Tools	
11/7	Introduction into InDesign	Import / Export, Basic Skills	Introduce Assignment III
11/14	InDesign	Linking Sources	Continue Assignment III
11/21	InDesign	Master Pages, Booklet	Continue Assignment III
11/28	Review	All Software - Questions	Continue Assignment III
12/5	Final Exam / Assignment III - Due	Exam III	

**All Scheduling listed above is subject to change by professor's assessment of class progression

ACTIVITIES, GRADING CRITERIA AND GUIDELINES

- 10% --- Participation & Homework.** This is a daily grade of participation in class as well as homework (if any is given for that evening).
- 45% --- Three Assignments - 15% each.** Assignments are to be discussed as shown above in class schedule.
- 45% --- Three Exams - 15% each.** These tests will be based on course lectures and programs utilized.

GRADING VALUES (UIW)

A (94-100) and **A-** (90-93)

Indicates a superior/excellent grasp of the subject matter of the course, initiative and originality in attacking problems, and ability to relate knowledge to new situations. The quality and the solutions demonstrate an excellent understanding of the requirements. The student has gone far beyond the outlined requirements indicating initiative, commitment and resolve to the assignment.

B+ (88-89), **B** (84-87) and **B-** (80-83)

Indicates a better than average to average grasp of the requirements and subsequent solutions. All solutions indicate an ability to apply principles with intelligence and to clearly and concisely fulfill the assignment.

C+ (78-79) and **C** (70-77)

Indicates a fair grasp of the essentials of the requirements and solutions of the assignment. The student has met the minimum requirements, indicated a normal understanding and effort and shown a minimum effort in fulfilling the assignment.

D+ (68-69), **D** (64-67) and **D-** (60-63)

Indicates a poor performance in meeting the requirements and solutions of the assignment. The quality of the work and demonstrated effort is limited.

F (59-below)

Indicates failure to master the minimum essentials of the requirements.

FASHION MARKETING DEPARTMENTAL POLICY - GUIDELINES

1. PARTICIPATION

Participation means your body (on time and awake) and your mind (having completed the assignments and ready to work) are in attendance. Participation means you are expected to make relevant comments and ask questions in class, and show respect toward others in the class by acting appropriately (turn cell phones off, be on time and courteous, do not disrupt the class by whispering or leaving the room during class, etc.). You are sharing during class discussion periods, reflecting one's view in a professional manner and taking ownership of the class. Positive attitudes make you available to consider new ideas.

Unacceptable participation is demonstrated by:

- not attending class
- attending class, but not being physically or cognitively engaged (e.g. not listening, not attempting to participate in class discussions, working on other work, text messaging or emailing, etc.)
- making non-constructive comments or negative non-verbal gestures
- making fun of students, professor, or other professors

2. ATTENDANCE REQUIREMENTS

Professors are required to take attendance. Attendance to class is mandatory. Students are expected to attend class, arrive prior to the beginning of class and remain the duration of the class. An attendance sheet will be posted in the classroom before the beginning of class. IF A STUDENT DOES NOT SIGN IN, HE/SHE WILL BE MARKED ABSENT FOR THAT DAY. **Students may not sign in another student**

Attendance of all classes is expected and students are to make productive use of this time. This is the most logical time for feedback to occur among members of the class as well as with the professor. It is necessary that the professor see evidence of your progress occurring during class hours.

Absence from class is absence from class. Absences in excess of one impair the student's ability to take part in the content of the course. Regardless of the reason for absence, the quality of a student's course work is significantly impacted by being removed from the lecture/studio environment, from the interaction that typically occurs with the faculty, and from interaction that occurs with peers.

- TWO tardies/leaving early = One unexcused absence.
If a student is tardy, it is his/her responsibility to tell the professor that he/she has arrived in class at the end of the class session. Otherwise, the student will be marked absent for the day.
- THREE unexcused absence = drop one letter grade (A-to B+, B to B-).
- FIVE unexcused absences = need to consider withdrawing based upon content missed.
- THREE excused absences = no penalty.
- Athletes = responsible for turning in work that is due prior to the absence.

As a professional courtesy, it is always preferable to notify your professor BEFORE class begins that you will not be attending. It is always your responsibility to find out what you missed. Do not expect the professor to provide missed content.

Documentation for an excused absence MUST be received at the next class period in order for the absence to be excused.

DOCUMENTATION FOR ABSENCES

Excused documented absences are limited to:

- Court appearances
- Religious observations
- Death in the immediate family (brother, sister, mother, father, grandparents)
- Hospitalization of self or immediate family member (brother, sister, mother, father, grandparents)
- Illness/health situation requiring a visit to your physician or emergency room
- Vehicle breakdown with dated paperwork
- Participation in an athlete event

Unexcused absences are:

- Work that prevents you from attending class
- Family issues that prevent you from arriving to class on time
- Personal vacation travel scheduled during class
- Missing the first 30 minutes of class

CLASS ABSENCES FOR RELIGIOUS OBSERVANCES

The University of the Incarnate Word welcomes persons of diverse backgrounds and is therefore committed to providing reasonable accommodations for students wanting to attend religious observances even though they may conflict with university class meetings, assignments, or examinations. This policy is intended to ensure that both faculty and students are fully aware of their rights and responsibilities in the accommodation of students' religious observances.

Students **MUST** inform instructors in writing at least two weeks before the religious holy days or religious activities, but preferably at the beginning of the semester, to enable planning and coordination of class assignments and examinations. In some professional schools the Dean's approval will also be required.

Please see the full text of this policy for making up missed work.

3. MAKE UP EXAM/WORK POLICY

Make-up exams (quizzes, "mini exams" cannot be made up) will be given only in cases when a student is absent with documented, justifiable cause (i.e., medical, legal, intercollegiate activities, etc.). Authorization for missing an exam should be arranged prior to the scheduled exam date for the class. Make-up exams will be scheduled on an individual basis. The department does not take missed exams lightly. It is advisable if you know that you may miss an exam to discuss this with your course professor and set a make-up date.

Late Work - As the fashion marketing program is training you, the student, to be employable, promptness and responsibility are at the top of our list. Late work will only be accepted the same day it is due by 5:00 p.m. Expect a 50% reduction from the original points possible. After this, the work will not be accepted or graded. This is only fair to the other students and to the professor.

This policy applies to all assignments given by the professor such as project submissions, drafting assignments, graphic, computer literary and CAD assignments, research papers, etc. This deadline is the same for classes meeting once or twice a week.

4. FACILITIES USE

You should treat all classrooms and resource areas with the respect and care as if you were in a professional office. Many students have to use these areas, and they should not have to use messy, dirty, or broken equipment, work in a messy environment or clean up after you.

To avoid the loss of privileges, please be mindful of this at all times. In addition, please be aware of the people using the department areas and resources and report anyone who you do not believe should be in the area, those who are not fashion marketing students.

5. ACADEMIC HONESTY

University of the Incarnate Word is strongly committed to the nurturing of academic excellence. The University expects its students to pursue and maintain truth, honesty and personal integrity in their academic work. Academic dishonesty, in any form, constitutes a serious threat to the freedoms, which define an academic community. The following definitions and guidelines have therefore been established to secure the maintenance of academic integrity at Incarnate Word.

Forms of Academic Dishonesty include, but are not limited to:

Cheating: Fraudulent or deceitful work on tests, examinations, or other class or laboratory work.

Plagiarism: Appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

Counterfeit Work: Including turning in, as one's own work that which was created, researched or produced by someone else.

Falsification of Academic Records: Knowingly and improperly changing grades on transcripts, grade sheets, electronic datasheets, class reports, projects or other academically related documents.

Unauthorized Reuse of Work: The turning in of the same work to more than one class without consent of the instructor involved constitutes academic dishonesty.

Theft: Unauthorized use or circulation of tests or answer sheets specifically prepared for a given course and as yet not used or publicly released by the instructor of a course, or theft of completed tests.

Collusion - Involvement in Collusion: Unauthorized collaboration with another to violate a provision of the Code of Academic Integrity.

Facilitating Academic Dishonesty: Intentionally or knowingly helping or attempting to help another to violate a provision of the Academic Integrity Policy of the University. Students are expected to submit their own original work for all assignments. Breaches of academic integrity include turning in a paper that has been written by anyone other than yourself or contains portions that have been written by someone other than yourself and copied into the paper from the internet, an electronic database, or a local source such as another student; as well as improper citation practices, such as copying exactly an author's words without using quotation marks and citing the source, paraphrasing in your own words an author's work without citing it, or faking a citation.

The person who plagiarizes is stealing somebody else's words and also lying by claiming that they are their own. This is using another's words, images or ideas without giving proper credit through the use of footnotes or endnotes, counterfeit work such as turning in work as one's own, work done by someone else, or forging a doctor's note. They show contempt not only for the author who they plagiarized but also for me as a professor, for other students who are fulfilling the assignment with honesty, and for the entire academic enterprise. Most importantly, they are cheating themselves of the very point of getting a college education, which is to learn valuable skills such as conducting research, thinking and analyzing, organizing, writing, planning, and managing time.

Any breach of academic integrity will be treated with the utmost seriousness. The student will receive an "F" for that assignment. Based on the seriousness of the offense, he or she could receive an "F" for the course and be brought to disciplinary action. (See your Student Handbook)

6. CELL PHONE USE

It is important to follow rules of etiquette that foster respect for those around you. There will be limited use of a smart phone for specific in class activities. Otherwise, all cell phones must be cut off during class, thus prohibiting the in-coming/out-going calls during the class period. This includes any "sound" that is emitted from your phone such as a reminder that you have message, text, etc.

If you have an emergency please inform the professor prior to class and put your phone in the vibrate mode. Leave the classroom if it is a 911 call.

If you leave the class at any time during a test, your test will be taken up and you will receive an automatic F on the test. This applies to both lecture and studio classes.

Student Information Sheet

Please Print

Fill out the information below and return the entire page to the professor before leaving class.

Class: FMGT # 1301 Course Title: Computer Applications for Fashion Marketing

Student Name: _____

The following information may be given at your discretion.

Student Cell Phone: _____ Work/Home Phone: _____

Student's E-Mail Address: _____

I, the above named student, have read and understand the requirements for this class as set forth in the syllabus and the tentative course schedule provided for this course.

Student Signature: _____