

## Course Syllabus for Graphic Communications and Production 3 (The Brand)

### Contact Information:

Name: Ron Espinola  
Phone: 775-623-8130  
Email: [respinola@hcsdnv.com](mailto:respinola@hcsdnv.com)  
Room #: 305  
Website: [respinola.com](http://respinola.com)

### Course Objectives:

This course is designed to introduce the student to fundamental processes involved in layout, printing, binding and finishing of graphic design.

**Course:** This course is a continuation of Graphic communications and Production II. This course allows advanced graphic communication students instruction and practice in advanced techniques and processes. They will continue to develop all skills learned in Graphic communications and Production I and II. The appropriate use of technology and industry-standard equipment is an integral part of this course. Upon successful completion of this course, students will have acquired entry-level skills for employment in this field.

1 Credit

Grade Level: 10-12

Prerequisite: Graphic Communications and Production II, Digital Publishing II, Digital Media III and Instructor Approval

### Materials/Supplies:

Paper, pen/pencil, notebook. E-mail account accessible from school.

### Textbook and other resources:

1. Text: Journalism Today
2. Software: Internet Explorer, Mozilla Firefox, Adobe Dreamweaver CS5, Adobe InDesign CS5, and Adobe Photoshop CS5, Adobe Fireworks CS5, and Windows 7 will be used.
3. [mctcampus.com](http://mctcampus.com)
4. Assignments are posted at Mr. Espinola's website (<http://respinola.com>).

### Class Procedures:

- Students should be in their seats and ready to work when the tardy bell rings.
- Students are expected to work the entire class period. Students that finish early need to bring other material.
- Students are expected to do what they are told; the first time.
- Discipline
  - Verbal warning.
  - Lunch detention with Mr. Espinola.
  - Referral to office.
- No electronic devices of any kind are permitted to be used in class without the express permission of the teacher.
- NRS 388.135 Anti-Bullying Legislation is available for your review at: [www.hcsdnv.com](http://www.hcsdnv.com)

### Camera Checkout

Cameras must be checked out to an individual student. Students are expected to keep camera and other equipment secure and in good working order while in their care, and replace or repair equipment when they have been negligent. If a camera is lost or damaged while in your care, you must submit the cost of repair or replacement within 30 days from the date you checked out the camera. This includes cameras broken in car accidents and other incidences covered by insurance. It is your responsibility, not the school's, to seek reimbursement from the insurance company in such cases.

**Grading:**

Students will accumulate points throughout the nine weeks. Points will come from the following categories, and will be based on the following percentages. Percentage grades follow the school policy but are weighted as follows:

Weekly Production/Articles	40%
Assessment (Print Edition)	60%

**Plagiarism**

Plagiarism will not be tolerated. If I find that you have used another's work, whether it's another student, something off the Internet that you have not cited, or any other source, you will receive a zero on the assignment. I will be randomly checking papers and assignments to make sure this does not happen. Remember, plagiarism is against the law—don't do it.

**Make up work:**

It is the responsibility of the student to contact the teacher outside of class time to receive work missed due to absence. Late work is accepted, but for a maximum of 50% credit. Participation grades can be made up by spending 20 minutes working in the classroom at lunch or after school.

**Returning work to the student:**

Students must print articles and submit them to the teacher. They will be edited and returned until they are written well enough to post online or to be included in the print edition. For an assignment to be on time, the final draft, not the rough draft, must be submitted by the deadline. Therefore students must submit work early enough to have time to complete the editing process. All assignments will be saved to school server.

**Progress Reports and Report Cards:**

Students and parents are expected to use their access to Infinite Campus to check on their progress. Printed progress reports will be sent home with the student at least once per quarter. This is an assignment and need to be signed by the parent and returned for a grade. Report cards will be handed out the week following the end of the nine weeks. Credit will be given at the end of each semester at one half credit per semester.

**Availability for Extra Help:**

Students can receive additional help before school, at lunch, or after school by appointment.

To read the syllabus for the class please go to [respinola.com](http://respinola.com). Then proceed to the page for your particular class. Click the link at the top of the page for the syllabus.

Please sign and return this page.

### Syllabus Verification Form

STUDENT NAME: \_\_\_\_\_ (PRINT)

COURSE NAME: The Brand \_\_\_\_\_ )

TEACHER NAME: ESPINOLA \_\_\_\_\_

My signature below indicates that I have received and read the attached syllabus for the above listed class.

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Student Signature \_\_\_\_\_ Date \_\_\_\_\_

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Parent Signature \_\_\_\_\_ Date \_\_\_\_\_

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