Course Description: Survey of contemporary issues regarding communication design and related careers. Discussion of relevant professional, critical, and conceptual topics relating to visual communication design. Notes: Offered in fall.

Course Goals: 1. To inform VCD students as to contemporary characteristics, issues, and professional avenues relating to visual communication design via discussion and presentation of information. 2. To encourage a connection between academic studies and the application of those studies to the professional realm. 3. To assist students in deciding if a VCD program of study is appropriate for themselves by providing relevant professional information.

Student Learning Outcomes: By the end of this course, students should be able to: identify contemporary practices, such as graphic, illustrative, typographic, branding, and interactive design; write about various design practices; compare and contrast different design practices; and construct meaningful ideas about their own design work and design ambitions.

Class Calendar & Content (Subject to Change)

University Calendar: full campus calendar at www.winthrop.edu/calendars/

Exam:
- Monday Dec. 9
- 8:00 a.m.
- Owens G01

Note: Thanksgiving Holiday Nov. 27 – Dec. 1 (offices closed Nov. 28–29)

No Textbook Required: Readings will be assigned from various sources.

Materials: Notebook or sketchbook and pen or pencil for notes and sketching; web browser & internet connection; other materials as assigned.

Coursework & Topics: In addition to lectures given by the instructor, we will often work in class, however, we will have out-of-class work too. Written papers as well as various readings and worksheets will be assigned, and graded discussions will take place in-class among students, faculty, and/or guests. Friday class days are listed below.

August–September: Learning about design and illustration from assigned readings and response worksheets. Identifying examples of design, illustration, and graphics from assigned media. Short written paper & oral presentation about design and/or illustration.

- August 19: First day of Fall 2019 classes, 5:00 p.m. starting time
- August 19–23: Registration continues via Wingspan, Add/Drop period
- August 26: Last day to drop a Fall full-semester class
- September 2: Labor Day; Winthrop is CLOSED
- October 3: Deadline for faculty to submit interim grades
- October 14–15: Monday–Tuesday, Fall Break
- October 18: Course withdrawal deadline, last day to withdraw or S/U full-semester classes
- October 23: Advising for Spring begins
- October 25: Department of Design Group Advising, required for all design majors
- November 6: Early registration for Spring begins
- Thanksgiving Break (no class)
- November 22: last VCOM 101 meeting of semester
- November 25: Final written paper assignment and in-class planning
- November 29: Final written draft due
- December 11: Graduate degree candidate grades due
- December 12: Undergraduate degree candidate grades due
- December 13: Thanksgiving Holiday
- December 15: Preliminary research assignment due, discussion
- December 18: Mid-term preparation
- December 20: Mid-term due
- December 22: Mid-term preparation; 20 continued presentations; 20 presented assignments
- December 26: Mid-term preparation; 20 continued presentations, mid-term paper assigned

October: Visual and cultural trends in the world of visual communication. Assignments include short writing response(s), in-class brainstorming, and response worksheets.

- October 4: Mid-term preparation; 11 mid-term preparation; 18 mid-term due; 25 final written paper assignment and in-class planning

November–December: Contemporary examples of design from print and digital media. Students will respond to the visual world around them through group or individual work, or a combination thereof. Final research, response, and written paper.

- November 1: In-class work and discussion; 8 in-class work and discussion
- November 15: Final written draft due
- November 22: In-class work, last class
- December 9: Final exam day, final writing due

This syllabus is complete and accurate at the time of distribution. At times a change will be necessitated to the syllabus content, policies, project calendar or other information. When this happens the class will be notified both in class and via e-mail of the change to the syllabus.

This syllabus is complete and accurate at the time of distribution. At times a change will be necessitated to the syllabus content, policies, project calendar or other information. When this happens the class will be notified both in class and via e-mail of the change to the syllabus provided by the instructor. They understand that failure to follow the regulations may affect their final grade, up to and including graduation requirements.
Calculating Your Final Grade

<table>
<thead>
<tr>
<th>Points</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>In-Class Work</td>
</tr>
<tr>
<td>50</td>
<td>Student’s Presentation</td>
</tr>
<tr>
<td>100</td>
<td>Mid-Term</td>
</tr>
<tr>
<td>100</td>
<td>Final Written Paper</td>
</tr>
<tr>
<td>450</td>
<td>Total Points</td>
</tr>
</tbody>
</table>

Work will include various research components such as visual brainstorming, data collection, written/verbal analysis, revisions, critiques, and final delivery; all of which factor into the final points used for calculating each project's grade. Late work is not accepted.

See the final pages of this syllabus for individual grade sheet samples and an example of how your final grade would be calculated.

**General Content Overview**

Advertising Agency  
Art  
Audience/Consumer/User  
Book/Magazine Cover  
Brand & Branding  
Caption  
Comic Books  
Composition  
Concept  
Contrast  
Craft  
Creative Process  
Design  
Design Studio  
E-book, E-publication (ePub)  
Graphic Design  
Headline  
Human Factors  
Illustration  
Industrial Design  
Interior Design  
Internships  
Lettering  
Publication Design  
Magazine Masthead  
Magazine Spread  
Manifesto  
Movie Titles  
P-book, P-publication (pPub)  
Portfolio  
Research Methods  
Specialization Portfolio Review  
Subhead  
Thesis  
Type Design, Typography  
Usability  
Visual Trends

This is a Required Course in Major for the BFA in Visual Communication Design. Failure to complete the assigned work may result in failure of the course and/or a grade that would prolong (or prevent) students from earning their BFA in Visual Communication Design.

**Course Requirements** See Evaluation/Assessment Criteria for more information. Students are expected to attend all classes for the semester; five (5) documented absences will mean automatic failure regardless of the final letter grade you earned for the term. Complete assigned work, either done outside of class or in-class. Participation in group activities during meeting times shall include written/verbal research, visual prototypes/drawing/generation using either manual tools such as paper/pen/paper or digital tools. Out-of-class research may include visits to the library, Winthrop Writing Center, or other on-campus resources as assigned. Out-of-class research may also include field work, requiring students to collect data in the form of interviews, photographs, video recordings, or other visual- or text-based media to be shared with peers and the instructor. All projects have a number of deadlines, as posted on the class calendar, viewable at the class website. Deadlines must be met; no late projects will be accepted, regardless of reason. Students shall be required to submit all written and/or visual works in-class, or if submitted digitally, sent from students’ winthrop.edu email.

**Students will often submit work in person, but at times digital work may be delivered to the instructor. Students are responsible for following the delivery instructions given. Failure to properly and completely deliver work on time may result in a lowered project grade or a zero.**

There will be in-class to work on certain projects; you will also be required to work outside of class. Come to class prepared and ready to work each day. Delivery of historical background, project descriptions, project backgrounds, design methods, and demonstrations to prepare students for projects shall happen via in-class lectures, out of class reading assignments, email correspondence, and the class website. Students may need to take notes or otherwise document important content that is delivered in lectures as it may be needed during the production of a project, or otherwise asked for on a test. You will use our class textbooks for reading assignments. Additional reading assignments will be given from websites, online Ebooks, or library sources. Students shall complete short writing assignments, fill-in the blank questionnaires, or other worksheets during class time or outside of class, which responds to lecture and/or reading materials. Additionally, three papers will be handed in. Some worksheets and response papers will be open book, or open notebook.

**Evaluation + Assessment Criteria of Written Works**

Class activities consist of major projects and additional exercises and activities, each with their own point value. The instructor assesses your work done in class and outside of class, using a variety of criteria, including: Meeting Project Requirements (including deadlines): includes adherence to size/color/format/ and other limitations imposed by the project.

**No late work will be accepted.**

There will be in-class work, where you will be expected to meet a deadline that occurs during the scheduled meetings; there may also be deadlines at the start of class, where you are expected to have work prepared to review promptly at the beginning of the scheduled meeting time. Developmental Process: how the student has researched, experimented, explored, executed, and expanded on the problem the instructor has presented; the amount and quality of background research (conceptual, environmental, visual, historical, etc.) the student puts into the solution (this metric does not assess student improvement(s) over the course of the semester). Presentation and Craftsmanship: professionalism depends on technical precision and exactitude; “effort” and “intention” on a project does not supplant results. Composition: organization of written argument, information, or opinions; accuracy and appropriateness of the aforementioned; projects can be well-researched, crafted professionally, while still not being unified, understandable, or informative in their written basis. Thesis/Message: effectiveness of the written solution, and how the student has provided a sense of personality and/or interpretation; how well the concept has been defined and applied; the appropriateness of the concept, its unique/overall relevance.
Recommended Reading in No Particular Order

Mastery: The Keys to Success and Long-Term Fulfillment by George Leonard

On Writing Well: The Classic Guide to Writing Nonfiction by William Zinsser

On Writing by Stephen King

Bambi vs. Godzilla by David Mamet, musings on film

Life Moves Pretty Fast by Hadley Freeman

Story by Robert McKee

News Is A Verb by Pete Hamill

Net Words: Creating High-Impact Online Copy by Nick Usborne

Steve Jobs by Walter Isaacson

Becoming Steve Jobs by Brent Schlender & Rick Tetzeli

Kitchen Confidential by Anthony Bourdain

Medium Raw by Anthony Bourdain

Michael Jordan Rare Air Collection: Rare Air & I Can’t Accept Not Trying

Living the Simple Life by Elaine St. James

To Hell With Culture (Routledge Classics)

The Substance of Style

Technopoly by Neil Postman

Women Of Design by Armin Vit & Bryony Gomez-Palacio

The Education of a Graphic Designer

Designing Brand Identity

Mmm...Skyscraper I Love You

tellmewhy - first 24 months of a design company

Design Writing Research

There’s Nothing Funny About Design

Talent Is Not Enough: Business Secrets for Designers

Professional Practices in Graphic Design

Looking Closer 1, 2, 3, 4, and 5

Graphic Agitation

Type & Image

Designing Type

Thinking With Type

Typography: Macro- and Microaesthetics

How to Be a Graphic Designer Without Losing Your Soul

Bookmaking: Editing, Design, Production

Designing the Editorial Experience: A Primer for Print, Web, and Mobile

Understanding Comics

Making Comics

Jimmy Corrigan: The Smartest Kid on Earth

Watchmen

Batman: The Dark Knight Returns

Travels by Michael Crichton

The Information by James Gleick

Time Travel: A History by James Gleick
Materials/Textbook
Students are expected to acquire and be responsible for all materials and textbooks indicated on the syllabus. The materials specified on the list are specific to this class, and have been reviewed with a mind toward what is required to successfully complete the projects. A textbook listed as “required” for the class is exactly that. Students are expected to arrive for every class prepared with appropriate materials (including homework, projects, research and production supplies) needed to make the most productive use of that day.

Evaluation / Assessment Criteria
Class activities consist of major projects and additional exercises and activities, each with their own point value. The instructor assesses your work done in class and outside of class, using a variety of criteria, including:

Meeting Project Requirements (incl. deadlines): includes adherence to size/ color/ format/ and other limitations imposed by the project. No late projects will be accepted. To the end that being “late” on a project can be anticipated, the student is expected to devise a solution to submit the project, complete, and by the deadline. There will be in-class work, where you will be expected to meet a deadline that occurs during the scheduled meetings; there may also be deadlines at the start of class, where you are expected to have work prepared to review promptly at the beginning of the scheduled meeting time. Reworking projects is at the discretion of the instructor, but reworking of a project is, in itself, no guarantee that a better grade will result

Developmental Process: how the student has researched, experimented, explored, executed, and expanded on the problem the instructor has presented; the amount and quality of background research (conceptual, environmental, visual, historical, etc.) the student puts into the solution (this metric does not assess student improvement(s) over the course of the semester).

Presentation and Craftsmanship: professionalism depends on technical precision and exactitude; “effort” and “intention” on a project does not supplant results. Craftsmanship and presentation will be very closely scrutinized, and unacceptable craftsmanship will substantially impact the final grade.

Composition: organization of visual information, application and use of media, and other visual qualities relating to the finished design; projects can be well-researched, crafted professionally, and evidence a concept while still not being well compositionally unified, or visually interesting, dynamic or effective.

Concept: effectiveness of the project solution, and how the student has provided a sense of personality and interpretation; how well the concept has been defined and applied; the appropriateness of the concept, its unique and the overall relevance to the problem presented.

Each project the student completes will be returned to them with an accompanying “rubric” that will describe the components used to evaluate that project; this rubric will describe the student’s result of evaluation (grade), and include comments that will help the student to determine areas of strength or in need of development for the project.

Grade Scale (VCOM foundation-sequence; project totals)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>96.0 and above</td>
</tr>
<tr>
<td>A-</td>
<td>92.0 – 95.9</td>
</tr>
<tr>
<td>B+</td>
<td>88.0 – 91.9</td>
</tr>
<tr>
<td>B</td>
<td>84.0 – 87.9</td>
</tr>
<tr>
<td>B-</td>
<td>80.0 – 83.9</td>
</tr>
<tr>
<td>C+</td>
<td>76.0 – 79.9</td>
</tr>
<tr>
<td>C</td>
<td>72.0 – 75.9</td>
</tr>
<tr>
<td>C-</td>
<td>68.0 – 71.9</td>
</tr>
<tr>
<td>D+</td>
<td>64.0 – 67.9</td>
</tr>
<tr>
<td>D</td>
<td>60.0 – 63.9</td>
</tr>
<tr>
<td>D-</td>
<td>56.0 – 59.9</td>
</tr>
<tr>
<td>F</td>
<td>55.9 or below</td>
</tr>
</tbody>
</table>

You must make a C+ or better in all of your required courses in order to be eligible for the Specialization Review in the Department of Design.

Five (5) absences will mean automatic failure for the semester regardless of the grade(s) received on studio work or exams. A student who arrives to class unprepared or unable to participate in class that day will be regarded as an absence for that day. A project is
late (has missed the deadline) when it is not turned in by the date/time directed. No late projects will be accepted, regardless of reason.

Information regarding grades - either performance on a specific project, or in the students performance in the class - will not be discussed via e-mail. This includes distribution of rubric/evaluation sheets, mid-term reports, and final grade reporting or explanations. This information is confidential and e-mail is not considered a “secure” or confidential form of communication. All communication regarding evaluation and feedback of submitted projects will be delivered in-person, directly from the instructor to the student.

It is assumed that all students in the class are executing and presenting their own, original, and unique responses to projects presented, and as the instructor or project requires. It is unacceptable to: commission other individuals to perform work that is expected of the student themselves; ‘appropriate’, ‘borrow’, or ‘recycle’ (or similar euphemism) work (actual or digital) that someone else has produced; present work as originating from one process when it was produced in whole or majority part via another process (e.g. if a project is explicitly described as being ‘produced by hand’, then producing or executing that work via computer and representing it as being suitable for presentation). These practices and others are mis-representative and a de facto violation of Academic Honesty, Conduct, and Plagiarism (see below). In suspect instances, the work will be retained and scrutinized by the faculty and administration, the student may be questioned as to the authenticity of the work, and (if appropriate) disciplinary action and penalties may follow.

Incomplete Grades: A final grade of “incomplete” is generally not considered, with the exception of extraordinary circumstances (e.g. an extended illness, et. al.), and must be handled with the instructor of a class, and approved by the Chair of the Department, no less than two weeks prior to the end of the semester, or handled through the office of the Dean of Students.

Class Instructional Methods / How We Work

Studio Time (Lab) — There will be time in class to work; you will also be required to work outside of class in your personal studio space. Come to class prepared and ready to work each day. Bring all materials, tools, research data and work in progress to class. Students are responsible for all information and handouts during the course of the semester. If anything unique will be required it will be announced in advance. Use class time effectively. When a project is due it must be completed before class for a group critique. Class time should not be used for retrieving appropriate materials, nor should class time be used for work pertaining to other classes, design-related or not. If the instructor feels the student is using the time inappropriately, or is unprepared, the student may be asked to leave the class and be recorded as absent.

Lectures. — Delivery of historical background, project descriptions, project backgrounds, design methods, and demonstrations to prepare students for projects. Students may need to take notes or otherwise document important content that is delivered in lectures as it may be needed during the production of a project, or otherwise asked for on a test.

Projects — Students will complete projects based on communication goals, context, visual research, and critique feedback. Projects will be executed through applied hand and photo-mechanical skills. You will learn about controlling and rendering with traditional and computer media, conducting research & analysis, and creating visual prototypes & final designs. Handouts, independent research, design exploration & studies, technical development, and experimentation will guide your process. The craft quality will be closely scrutinized. Project solutions must follow the assigned directions appropriately. All projects are expected to adhere to the presentation size(s) stated on the project sheets. All projects handed in should include a tracing paper overlay. Variance from requirements will lower your grade for that project, and can greatly impact your final grade for the semester.

Critiques — These assess your work in progress and/or final work by giving you constructive advice for developing craftsmanship, composition, and concept. These critiques will be a major component of this class, your design curriculum at Winthrop, and your professional career after the university. You will learn how to present and defend your work before an audience of the class. You will also learn how to receive constructive criticism and deliver it yourself. Full, candid and constructive participation is expected. Learn to take advantage of your colleagues’ input because you have the opportunity to learn from others’ mistakes, dilemmas, and successes.

Homework: there will be projects assigned as homework that will take place out of class. Be prepared to spend as much time as is necessary to finish your work. Be prepared to devote (minimally) 2-2.5 hours outside of class for every hour spent in class.
RVRC, Production & Support Material
Students have access to the Rutledge Visual Resource Center (RVRC) during its posted, open hours. RVRC holds various equipment (photocopiers, light tables, and other equipment) that is useful in the production of final projects. All users must adhere to the policies for use of RVRC and its equipment. As with any technological facility, RVRC occasionally experiences breakdowns or the need for equipment cleaning or repair. Students are reminded that “there are other photocopiers in the world”; RVRC capabilities represent a convenient asset for students, but lack of access or unexpected equipment breakdown does not relieve the student either of the project deadline or expectation of quality or completeness for a project.

RVRC also holds computing and related equipment, as well as the student data server “Turnstile2.” Design students may be permitted to use this equipment, depending on course level, project requirements, and instructor policies. Turnstile2 (T2) is an open-access, unsecured data server that - essentially anyone - can read/write to; users save data to it at their own risk. Use of computers and storage of data is expected to adhere to appropriate use guidelines, published by the university. Students are encouraged to save their files responsibly on their own media, such as USB (“flash”) key, cloud storage (DropBox, GoogleDrive, etc.), or external hard drive; relying solely on one storage media is not recommended. To access T2 remotely from on-campus:

- **IP Address** = 10.2.64.60
- **Sharepoint (PCs)** = turnstile2
- Click “Guest” Radio Button/ Option.

Policies
Absences + Deadlines: The instructor will take attendance at every meeting. Five (5) documented absences will mean automatic failure regardless of the final letter grade you earned for the term. There is no distinction between “excused” and “unexcused” absence. A student who arrives to class unable to execute studio work due to lack of necessary materials, will be unable to participate in class that day. As a result, such a situation will be regarded as an absence. A project is late (has missed the deadline) when it is not turned in by the date/time directed. No late projects will be accepted, regardless of reason. It is critical that you attend class because a majority of our course content is only covered during our scheduled meeting times. If a class is missed, it is the responsibility of the student to obtain any missed material or information. Class cancellations will be handled only through the Department of Design office.

Class cancellations: The instructor will attempt to notify the students in advance by e-mail if there is a cancellation. Otherwise cancellations will be handled only through the Department of Design (DoD) office, or (in the case of extreme weather or other emergencies) is handled by the university. Barring notification by one of these “official” sources, students are expected to be present and productive for every scheduled class meeting regardless of whether or not the instructor is actually present.

E-mail / Distribution Lists: at the beginning of the semester students are automatically added to the distribution list for a class. In certain situations (late registration) a student may be omitted from the distribution list. To manually subscribe to the distribution list for a course, send an e-mail to consult the following weblink:

- [https://www.winthrop.edu/technology/class-list-server.aspx](https://www.winthrop.edu/technology/class-list-server.aspx)

E-mail is considered an official method for communication at Winthrop University. Students must activate and maintain a valid Winthrop e-mail account and check it to stay apprised of class developments, instructor or coordinator announcements, class cancellations, weather-related emergencies, advising times, and reviews. Non-Winthrop e-mail contacts will not be used. Students are responsible for any information communicated to them via the Winthrop e-mail account. Failure to check the e-mail account (including “spam” depots) do not abrogate the student from responsibility for the content of the e-mail. Campus guidelines on the appropriate use of e-mail and the university technology policy can be learned about here:

- [http://www.winthrop.edu/guide/appropri.html](http://www.winthrop.edu/guide/appropri.html)
- [http://www.winthrop.edu/guide/studentemail.htm](http://www.winthrop.edu/guide/studentemail.htm)

Specialization Review: Class grades include a variety of criteria beyond the grades achieved on individual projects. A minimum final grade of “C+” is required in all VCOM courses required for your program in order to take the review (This means: a “C+” qualifies you to take the SPR but a “C” does not.) However, it should not be construed that acceptable grades in classes assures passage of the Specialization Review. The Specialization Review is a practice of reviewing the body of work done in all VCD-related
classes numbered below DESF300, and is intended to determine whether or not the work evidences mastery of the skills and concepts which are needed for upper division study. Further details and specifics relating to the Specialization Review are available through the Department of Design office, and at various meetings which are held several times each year concerning the review. For specific questions or details, the students is referred to these resources, and is encouraged to consult their academic advisor.

Usage of student work: By enrolling in and participating in this program and/or course(s) and its activities, the student grants to the Department of Design and its faculty the right to reproduce in part or in whole in any size and in any media the work(s) created for Visual Communication Design (VCOM) and/or Interior Design (INDS). For complete explanation and details of this reservation, please consult the latest revision of the Dept. of Design Student Handbook.

Cellular Telephones and Pager Devices: must be set to vibrate during class; do not use these items during class, else you risk dismissal from class and will be counted absent. Any disruption to the classroom environment caused by these devices may result in the student being asked to leave, and counted absent for the day.

Academic Honesty, Conduct, and Plagiarism: All works created as a response to class projects are expected to represent the efforts of the student as the original author and, in cases where the extant material is used, proper attribution should be attached. Familiarize yourself with the Student Conduct Code and the policies described in it. A copy, along with extensive discussion:

https://www.winthrop.edu/studentconduct/

“Plagiarism is taking someone else’s words or ideas and passing them off as your own without giving proper credit to the source of your information. As such, it is intellectual theft and is considered one of the most serious forms of academic dishonesty.”

https://libguides.library.winthrop.edu/c.php?g=284114&p=1893099

Academic dishonesty also occurs when the fundamental goals of an assignment are subverted, and methods of design production violate project guidelines. This would include but is not limited to the following circumstances: use of a computer or other mechanical device to execute work that is directed to be done through pencil or pen and ink; use of a transfer process—chemical or physical—to reproduce designs which are directed to be rendered by hand through pencil or pen and ink, use of clip (or other prepared artwork), use of photographic image without attribution, use of computer code or algorithm not authored by student, etc.

Student Code of Conduct: Responsibility for good conduct rests with students as adult individuals.” The policy on student academic misconduct is outlined in the “Student Conduct Code Academic Misconduct Policy” in the online Student Handbook:


Students with Disabilities/Need of Accommodations for Access: Winthrop University is committed to providing access to education. If you have a condition which may adversely impact your ability to access academics and/or campus life, and you require specific accommodations to complete this course, contact the Office of Accessibility (OA) at 803-323-3290, or, accessibility@winthrop.edu, as early as possible to discuss your concerns.

Safe Zones It is the expectation that communication in class will have a spirit of intellectual inquiry, and that all participants will participate in respectful discourse at all times. The professor considers this classroom a place where you will be treated with respect as a human being—regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age or ability. Diversity of thoughts are appreciated and encouraged provided you can communicate about them respectfully. It is the professor’s expectations that ALL students consider the classroom a safe environment and behave in a civil, respectful manner.
Written Paper Grading Sample

Thesis
1  1 Clear and insightful.
2  2 Persuasive and logical flow.
   Comments

Use of Assigned Issues
3  3 Who you would work for and why.
3  3 What you find important about their work, philosophy, approach.
3  3 Compare / Contrast your selected designer with the other two designers by citing names and issues.
3  3 Implications of working at your selected designer and their studio, and/or doing their kind of work.
3  3 What you would want to learn from the designer you selected.
   Comments

Argument
1  1 Effectively stated ideas about the designer.
   1 Convincing interpretation of designer's work, approach.
   Comments

Writing
1  1 Appropriate tone, voice.
1  1 Proper Style: sentence structure, diction, syntax.
   1 Sound Mechanics: grammar, spelling, usage, punctuation.
   Comments

Format
1  1 Adherence to paper length.
1  1 Adherence to font and format.
   Comments

<table>
<thead>
<tr>
<th>23</th>
<th>Your Points</th>
<th>A 100–96</th>
<th>C+ 79.9–76</th>
<th>D+ 67.9–64</th>
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<tbody>
<tr>
<td>25</td>
<td>Max Points</td>
<td>A- 95.9–92</td>
<td>C 75.9–72</td>
<td>D 63.9–60</td>
</tr>
<tr>
<td>92.00%</td>
<td>Percentage</td>
<td>B+ 91.9–88</td>
<td>C- 71.9–68</td>
<td>D- 59.9–56</td>
</tr>
<tr>
<td>A-</td>
<td>Letter Grade</td>
<td>B 87.9–84</td>
<td></td>
<td>F 55.9–0</td>
</tr>
</tbody>
</table>
Name: **Student Name**  
**All Work to Date**

<table>
<thead>
<tr>
<th>Project</th>
<th>Your Points</th>
<th>Max. Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Class Work (multiple worksheets and/or discussions worth up to 20 points each)</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Student's Presentation</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Mid-Term (including but not limited to planning, research, revisions, and final writing)</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Final Written Paper</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

**PROJECTS AND THEIR TIME OF DELIVERY ARE SUBJECT TO CHANGE**  
Projects may have multiple components that total points noted above, such that a 100 could be built from 50 + 50.

<table>
<thead>
<tr>
<th>Your Total Points</th>
<th>Total Possible</th>
<th>Your Percentage</th>
<th>Letter</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>450</td>
<td>450</td>
<td>100.00%</td>
<td>A</td>
<td>A</td>
</tr>
</tbody>
</table>

Five absences will result in an F (Failure) for the entire semester.  
Late work will not be accepted, and will result in a 0 (zero) scored for your points.