



LAMAR UNIVERSITY

You can't learn swimming by just reading books...

Practice Makes Perfect

COMM 3361 48F – Desktop Publishing¹

Fall 2017 Online

Instructor

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Email: qyao@lamar.edu
Office hours: 9:00-11:00 am, MW, or by appointment.

Please send all your emails only to the address listed above. In your email, please include your first and last name and the class and section in which you are enrolled. I will try my best to get back to you via email within 48 hours in business days. If you do not receive an email reply from me within 48 hours please email again: occasionally emails may not come through.

Course Description

This course focuses on the use of computer technology to set type, design pages, and create camera-ready copy for newsletters, advertisements, newspapers, and other professional publications.

Course Objectives and Student Learning Outcomes

Students who successfully complete this course will:

1. be familiar with contemporary methods of graphic communication.
2. know the basics of one widely used desktop publishing software -- Adobe InDesign.
3. understand the four basic principles of graphic design: contrast, repetition, alignment, and proximity.
4. produce original graphic works that demonstrate an understanding of Adobe InDesign and the four basic principles.
5. build on their skills by encountering more and more difficult and challenging assignments.
6. demonstrate a level of mastery of graphic communication.

Academic Prerequisites

Admission to Lamar University and completion of COMM 1373 with a D or better, or the instructor's permission.

Course Materials

¹ The syllabus is subject to revision when the course is proceeding.

Required Text

Rydberg, T. (2015) *Exploring Adobe InDesign Creative Cloud*. New York: Delmar/Cengage Learning. ISBN: 978-1-3052-6364-2

Other reading materials will be posted on Blackboard.

Required Software

You are required to obtain a copy of Adobe InDesign cloud. You can get a free trial version for one month from: <http://www.adobe.com/downloads.html>, and rent it at \$29.99 monthly after the trial version expires. If you choose the \$19.99 monthly student price, you have to rent for a whole year.

For your reference, the computers in Lab 117 are equipped with Adobe InDesign Creative Cloud. Computers in Comm 114 and the first seven computers in the computer lab on the seventh floor of the university library are all equipped with InDesign CS6. Lab hours will be released as soon as they are available.

You also need to purchase a large flash drive (minimally 1 G) to store your projects.

Blackboard

This course utilizes Blackboard as a main form of communication between the professor and the students. You will access all readings, assignments, and grades via Blackboard. Your knowledge and efficiency of Blackboard is vital to your success in this course. Blackboard may be accessed at <https://luonline.blackboard.com>.

Grading Policy and Evaluation – 900 possible points

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| 1. Syllabus quiz: | 10 points |
| 2. Chapter projects: | 440 points |
| 3. Reflection paper: | 100 points |
| 4. Group design projects: | (350 points) |
| <i>a. Logo:</i> | <i>50 points</i> |
| <i>b. One-page ad/poster:</i> | <i>100 points</i> |
| <i>c. Three-fold brochure:</i> | <i>150 points</i> |
| <i>d. Presentation critics:</i> | <i>20 points</i> |
| <i>e. Self-introduction:</i> | <i>10 points</i> |
| <i>f. Two group meeting minutes:</i> | <i>20 points</i> |

Chapter Projects. Chapter projects (except the first chapter project due to the aftermath of extreme weather) are due by the end of each Sunday when there is a chapter project assigned for that week. Each chapter of the textbook has a project except chapters 11 and 14. So we will have eleven chapter projects for the whole semester. To do the chapter projects, please use materials provided in each chapter (the link to download the materials will be provided on Blackboard), follow the special instructions on Blackboard, and use colors, typefaces, and photos different from the original projects that have the best effect in your project. Submissions using the same colors, typefaces, and photos for the same parts as those appear in the textbook projects will not be accepted. Your name should appear somewhere in the projects submitted.

Reflection paper. Double-spaced reflection paper, at least three (not two and a half) pages, typed with 12 pt times-new-roman font, and leaving no more than 1" margins all around. The paper should address techniques and ideas that you have learned from the course and impressed you most, as well as what you can do with those techniques and ideas in your future projects and career. Critical thinking will be a major point to look at when I grade the reflection papers.

Group Projects. The class will be divided into groups, with three to four students in each group. Each group is supposed to create a logo, poster, and a six-panel brochure (using the template provided in chapter 10) for a real organization (for-profit or non-profit) in the Golden Triangle area, Huston, Texas, the US, or the world. The group needs to obtain a written permission from the organization at the beginning of the semester, stating that the organization allows the group to design the identity system for it and that the organization will support the group's effort throughout the semester. During the semester, the group needs to meet at least twice online and submit group-meeting minutes by the designated day. Each group also needs to post its group project on Blackboard and receive critics from the class. Your goal is to have the organization adopt the business forms that your group creates.

Group peer-evaluations will be conducted at the end of the semester and performance in the group projects will be graded according to peer-evaluations. Each member in the group need to evaluate all other members based on a 5-point scale: 1. Very poor: missed most of the group meetings, discussions, or calls; did not submit assigned tasks on time or submit assigned task on time but with very poor quality that other members need to make major changes. 2. Poor: missed most of the group meetings, discussions, or calls; finished tasks assigned on time but with poor quality that other members may need to make changes. 3. Average: missed some group meetings, discussions, or calls; contribute little idea to the group project, but finished tasks assigned on time and with acceptable quality. 4. Good: contribute to the idea of the group project; initiate some and participate all group meetings, discussions, or calls; finished tasks assigned on time and with good quality; help other members in the group. 5. Excellent: Initiate group project plan or initiate most and participate all group meetings, discussions, or calls; contribute significantly to the project; finish tasks assigned on time and with very high quality; help group members who cannot finish their jobs. **Missing the group peer-evaluation will lower your grade from the group project significantly.**

Please submit your chapter projects, reflection paper, and group projects onto both the Blackboard and the course blog (desktoppub.wordpress.com). The projects submitted to the Blackboard and the course blog should both be in PDF format. Failure in submitting to either place in the required format will result in your project not accepted.

Rubrics: How Your Projects are Graded

They will be graded based on the following criteria:

1. Have you changed the colors, typefaces, and photos of the objects to make them different from the textbook projects and put your name on your work?
2. Is the project completed? Is a theme identifiable in the work?
3. Do the colors work with each other? Are they altogether pleasant to the viewers' eyes? Do they speak for the theme?
4. Do the types and sizes of the fonts fit your overall style and speak for the theme? Do they work with each other?
5. Do the objects (photos, graphs, lines, etc.) project the theme of your design? Are they balanced in the layout? Do they look simple, cool, and compatible with each other?

6. Do all the factors get along with each other and speak for the theme together? Is the overall design simple, cool, impressive, and **effective**?
7. Are there innovations made by yourself in the design to help project the theme?

You may rarely earn the maximum point in each assignment: you can only get it when you satisfy the seven criteria perfectly. But if you can meet the first six criteria reasonably and there is no major design flaw, you should have an A grade for that assignment. Four to five points will be deducted if one criterion is clearly not met.

Calculation of Final Course Grade

- A = 90% or above
- B = 80%-89.9%
- C = 70%-79.9%
- D = 60%-69.9%
- F – 59.9% or less

Make-up Work

Students are specifically warned that all assignments must be turned in on or before the due date. **Absolutely no late work will be accepted without legitimate reasons.** No exceptions will be made to this policy. Students will only be granted extensions to the deadlines for legitimate reasons such as health and family emergencies and university-related activities. For those reasons, before the deadline, students need to write to the instructor, provide available official documents (if the document is not available when apply for extension of the deadline, submit it as soon as it is available), and receive an approval. Otherwise, no submission later than the deadlines will be accepted.

| Course Content and Assignments (subject to change) | |
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| Week 1 (Sep. 5-8) | Syllabus & Chapter 1 Readings <ul style="list-style-type: none"> • Course Syllabus • Chapter 1: The InDesign Workspace Assessment <ul style="list-style-type: none"> • Syllabus test. <i>DUE: Sunday, Sep. 10, by 11:59 pm</i> • <i>Self-intro post, DUE: Sunday, Sep. 10, by 11:59 pm</i> • Chapter project 1, <i>DUE: Sunday, Sep. 17, by 11:59 pm</i> |
| Week 2 (Sep. 11-15) | Chapter 2 Readings <ul style="list-style-type: none"> • Chapter 2: Type, Tools, and Terms Assessment |

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| | <ul style="list-style-type: none"> Chapter 2 project. <i>DUE: Sunday, Sep. 17, by 11:59 pm</i> Form group, chose your organization, and submit the supporting letter from the organization. <i>DUE: Sunday, Sep. 17, by 11:59 pm</i> |
| Week 3 (Sep. 18-22) | <p>Chapter 3</p> <p>Readings</p> <ul style="list-style-type: none"> Chapter 3: The Fine Art of Setting Type <p>Assessment</p> <ul style="list-style-type: none"> Chapter 3 project, <i>DUE: Sunday, Sep. 24, by 11:59 pm</i> |
| Week 4 (Sep. 25-29) | <p>Chapter 4</p> <p>Readings</p> <ul style="list-style-type: none"> Chapter 4: Combining Type and Images <p>Assessment</p> <ul style="list-style-type: none"> Chapter 4 project. <i>DUE: Sunday, Oct. 1, by 11:59 pm</i> |
| Week 5 (Oct. 2- 6) | <p>Chapter 5</p> <p>Readings</p> <ul style="list-style-type: none"> Chapter 5: Tabs and Tables Tabbed Copy (<i>on Bb</i>) <p>Assessment</p> <ul style="list-style-type: none"> Chapter 5 Project. <i>DUE: Sunday, Oct. 8, by 11:59 pm</i> |
| Week 6 (Oct. 9-13) | <p>Chapter 6</p> <p>Readings</p> <ul style="list-style-type: none"> Chapter 6: Grids, Guides, and Aligning Objects <p>Assessment</p> <ul style="list-style-type: none"> Chapter 6 Project. <i>DUE: Sunday, Oct. 15, by 11:59 pm</i> |
| Week 7 (Oct. 16-20) | <p>Chapter 7</p> <p>Readings</p> <ul style="list-style-type: none"> Chapter 7: Text Wrap, Layers, and Effects <p>Activity</p> <ul style="list-style-type: none"> Group meetings on the project (face-to-face, conference call, online or via emails, etc.). <p>Assessment</p> <ul style="list-style-type: none"> Chapter 7 Project. <i>DUE: Sunday, Oct. 22, by 11:59 pm</i> |

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| | <ul style="list-style-type: none"> Group meeting minute 1, <i>DUE: Sunday, Oct. 22, by 11:59 pm.</i> |
| Week 8 (Oct. 23-27) | Chapter 8 Readings <ul style="list-style-type: none"> Chapter 8: Type Continuity: Applying Styles Newsletters (<i>on Bb</i>). Assessment <ul style="list-style-type: none"> Chapter 8 Project. <i>DUE: Sunday, Oct. 29, by 11:59 pm</i> |
| Week 9 (Oct. 30-Nov. 3) | Chapter 9 Readings <ul style="list-style-type: none"> Chapter 9: Master Pages and Object Styles Assessment Chapter 9 Project. <i>DUE: Sunday, Nov. 5, by 11:59 pm</i> |
| Week 10 (Nov. 6-10) | Chapter 11 & 14 Readings <ul style="list-style-type: none"> Chapter 11: Designing with Type Chapter 14: Basic Graphic Elements Basic Elements of Design (<i>on Bb</i>). Assessment <ul style="list-style-type: none"> Reflection paper. <i>DUE: Sunday, Nov. 12, by 11:59 pm</i> |
| Week 11 (Nov. 13-17) | Chapter 12 & 13 Readings <ul style="list-style-type: none"> Chapter 12: Color Essentials Chapter 13: Production Essentials Assessment <ul style="list-style-type: none"> Chapter 12 & 13 Project. <i>DUE: Sunday, Nov. 19, by 11:59 pm</i> |
| Week 12 (Nov. 20-22; Thanksgiving, Nov. 23-24) | Chapter 10 Readings <ul style="list-style-type: none"> Chapter 10: Identity Systems Letterhead Directions, Letterhead Examples, About Business Cards, Business Card Directions, and Newspaper Ads (<i>on Bb</i>). Assessment <ul style="list-style-type: none"> Chapter 10 Project. <i>DUE: Sunday, Nov. 26, by 11:59 pm</i> |

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| Week 13 (Nov. 27-Dec. 1) | Activity <ul style="list-style-type: none"> • Group meetings on the project (face-to-face, conference call, online or via emails, etc.). • Working on group projects Assessment <ul style="list-style-type: none"> • Group meeting minute 2, DUE: Wednesday, Nov. 29, by 11:59 pm • Group project draft, DUE: Sunday, Dec. 3, by 11:59 pm |
| Week 14 (Dec. 4-8. Last day, make-up days, and the final). | Activity <ul style="list-style-type: none"> • Critiquing and finalizing group projects Assessment <ul style="list-style-type: none"> • Presentation critics, DUE: Monday, Dec. 6, by 11:59 pm. • Group project final version and peer evaluation, DUE: Friday, Dec. 9, by 11:59 pm |

Technology Prerequisites

Students are not required to have advanced technology training or skills to be successful in the class. They should, however, feel confident about their ability to navigate through typical online websites. The minimum technical skills and the system requirements for this course:

System Requirements

Computer/Technology Requirements

1. Students will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
 - Any current Flash-compliant browser (recent versions of Firefox or Safari)
 - Please note that Blackboard may not support Internet Explorer or Chrome.
 - 1GB of RAM, more preferred
 - Broadband connection (cable modem, DSL, or other high speed) required
 - Video display capable of high-color 16-bit display – 1024 x 768 or higher resolution
 - A sound card and speakers or headphones
 - Current anti-virus software must be installed and kept up to date.
 - Students will need some additional free software for enhanced web browsing. Be certain to download the free versions of the software.
 - Adobe Reader
 - Adobe Flash Player
 - Most home computers purchased within the last 3-4 years meet or surpass these requirements.
2. At a minimum, students must have Microsoft Office 2003, XP, 2007 or OpenOffice, or Student Office for Mac. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with

attaching/uploading documents for assignment submission will also be required. If you do not have Microsoft Office or Student Office for Mac, you can check with the bookstore to see if they have any student copies.

3. **Your computer must be compatible with Blackboard.** Please see the [Blackboard Supported Browsers and Operating System](#) page to make sure your system will allow you to use all the tools and features available.

Technology Skills Requirements

You need to be able to:

- Navigate websites, including downloading and reading files from them.
- Download and install software or plug-ins such as Adobe Reader, Window Media Player or Flash.
- Use e-mail, including attaching and downloading documents/files from e-mail.
- Save files in commonly used word processing formats (.doc or .docx).
- Copy and paste text and other items in computer documents.
- Save and retrieve documents and files on your computer.
- Locate information on the Internet using search engines.

Accessibility Statement

Lamar University is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center (DRC) is located in the Communications building room 105. Office staff collaborate with students who have disabilities to provide and/or arrange reasonable accommodations.

For students:

- If you have, or think you may have, a disability (e.g., mental health, attentional, learning, chronic health, sensory, or physical), please contact the DRC at [409-880-8347](tel:409-880-8347) or drc@lamar.edu to arrange a confidential appointment with the Director of the DRC to explore possible options regarding equitable access and reasonable accommodations.
- If you are registered with DRC and have a current letter requesting reasonable accommodations, we encourage you to contact your instructor early in the semester to review how the accommodations will be applied in the course.

Copyright Policy Statement

Copyright is defined as the ownership and control of the intellectual property in original works of authorship which are subject to copyright law. As an institution of higher learning that values intellectual integrity, Lamar University prohibits the distribution of published materials (print or electronic) in violation of copyright law.

Academic Integrity Statement

Lamar University expects all students to engage in academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in their academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. Disciplinary proceedings may be initiated against a student accused of any form of academic dishonesty including, but not limited

to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion, and the abuse of resource materials.

Plagiarism shall mean the appropriation of another's work or idea and the unacknowledged incorporation of that work or idea into one's own work offered for credit.

Collusion shall mean the unauthorized collaboration with another person in preparing work offered for credit.

Abuse of resource materials shall mean the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

Academic work shall mean the preparation of an essay, report, problem, assignment, creative work or other project that the student submits as a course requirement or for a grade.

Students are specifically warned against all forms of plagiarism, which include "purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm." Plagiarism is defined as, "the appropriation and the unacknowledged incorporation of another's work or ideas into one's own offered for credit" (82). Students seeking to avoid plagiarism should consult either the course instructor or the most recent addition of the *MLA Handbook for Writers of Research Papers*. The course instructor will complete a thorough and impartial investigation of any instance of academic dishonesty. A student found guilty of academic dishonesty will be notified in writing by the instructor of the violation, the penalty, and the student's right to appeal the determination of dishonesty and/or the sanction imposed. Penalties for academic dishonesty in this course will result in either a lowered letter grade or failure of the course as determined by the instructor.

Netiquette (Online Etiquette) Statement

Please adhere to the same standards of behavior and professional respect online that you would follow in face-to-face communication with others, but most particularly when writing email and when taking part in collaborative and discussion board activities. Lamar provides access to network resources, including the Internet, in order to support learning and to prepare students for the 21st century world. Students, however, are expected to adhere to the *Lamar University Acceptable Use Policies when Using Networks*.

- **Acceptable Use**

Students must respect the integrity and security of LU's computer systems and network, and the privacy and preferences of other users. Responsibility for learning about and complying with LU's Acceptable Use Policy ultimately rests with the individual. The network may be used to download, copy, or store any software, shareware, digital media files or freeware, as long as the use complies with copyright law; licensing agreements, and campus policies such as storage space limitations and network bandwidth restrictions. The network may not be used for any activity, or to transmit any material, that violates United States or local laws.

- **Unacceptable use**

The network may not be used for commercial purposes. Advertising and sponsorships on UW web sites is restricted. In addition, students may not permit other persons to use their usernames, passwords, accounts or disk space, or disclose their usernames, passwords or account information to any third party. Students may not log on to someone else's

account, Internet address, or other network codes, or attempt to access another user's files. Students may not create false or dummy accounts to impersonate someone else. Students may not try to gain unauthorized access ("hacking") to the files or computer systems of any other person or organization. Students may not impersonate another person by forging e-mail, web pages or other electronic media. Students who maliciously access, alter, delete, damage or destroy any computer system, computer network, computer program, or data will be subject to disciplinary action by LU, and criminal prosecution as well. Students may not disrupt or attempt to disrupt network traffic, and they may not attempt to monitor or capture network traffic in any way. Finally, students may not intentionally create, store, display, print or transmit information that violates the university's Sexual Harassment Policy.

General Guidelines to Respect All Participants

- Respect the right of each person to disagree with others.
- Treat people the same as you would face-to-face.
- Respect the time of others

Guidelines When Communicating with Others (email, discussion, etc.)

- Always sign your names to any contribution you choose to make.
- Be constructive in your responses to others in the class.
- Do not use all caps. (Doing so may be interpreted as shouting.)
- Re-read your postings before sending them.
- Always think before you write.
- Respond respectfully.
- Use appropriate grammar and structure.
- Spell-check your postings.
- Use short paragraphs focused on one idea.
- Use appropriate business language at all times.

Privacy Policy Statement

Student records maintained by Lamar University comply with the Family Education Rights and Privacy Act of 1974 as amended (PL93-380). Detailed information should be accessed through this link: <https://sacs.lamar.edu/catalog/PrefMaterial/V.GenAcademicPol.htm#edurights>.

Drop Dates

This course adheres to the add/drop standards for each term as stated by Lamar University. For more details, refer to the Academic Calendar at www.lamar.edu.

Course Evaluation

Instruction as well as student performance is subject to evaluation. Procedures for evaluation will be provided near the end of this course.

myLamar Portal

Students are required to obtain a Lamar Electronic Account username and password so they can log onto the myLamar Web site. Students may get information on how to get into the myLamar Web site from the University's homepage (<http://www.lamar.edu>) by clicking on the myLamar

link on the left top corner of the screen. Follow the steps to secure your myLamar username and password. Access to library resources is described on the Academic Partnership page, also available through the <http://www.lamar.edu>.

In the event of an announced campus closure in excess of four days due to a hurricane or other disaster, students are expected to login to Lamar University's website's homepage (www.Lamar.edu) for instructions about continuing courses remotely."

LU Writing Center

The Writing Center, located on the 1st floor of the library offers individualized tutoring sessions to help students develop their writing skills. The Writing Center aspires to more than just the short-term goal of improving a particular paper. Indeed, they seek to improve the student writer's composing skills so that he or she can approach any writing assignment in a progressively more skilled and thus more confident manner. Overall, the Writing Center's goal is to provide authentic learning of the writing process, not quick fixes for papers. Walk-ins are welcomed, but students are strongly encouraged to make appointments by calling 880-8571, emailing UWC@lamar.edu, dropping by the 1st floor of the library, or at <http://lamar.mywconline.com/> . Visit <http://dept.lamar.edu/writingcenter/> for more information.

Student Tutoring and Retention Services (STARS)

STARS, located in COMM 109, offers a variety of support services for students. STARS offers individual and small group tutoring for any undergraduate or post-baccalaureate student. STARS makes every effort to find a tutor in any subject requested, and tutoring is available by weekly appointment or during our walk-in hours. It is important to plan ahead early in the semester for maximum benefit. The STARS Tutoring Center is located on the first floor of the Mary and John Gray Library. To apply for free tutoring visit <http://dept.lamar.edu/stars/Tutoring/index.html> or call the STARS office at (409) 880-7201.

Instructional Associates

The information about Instructional Associates will be provided through an email. Instructional Associates have been selected based upon their teaching experiences and accomplishments, their interest in interpersonal communication, and their pedagogical understanding about interpersonal communication. Course activities and assignments are to be posted in the appropriate areas of Blackboard. Questions and correspondence are to be emailed to the Instructional Associates. They are ready to help. University faculty members have ultimate responsibility for all assessments and final course grades. Each semester, faculty members will conduct random reviews of materials to ensure inter-rater reliability among all Instructional Associates.

Emergency Procedures

Many types of emergencies can occur on campus; instructions for severe weather or violence/active shooter, fire, or chemical release can be found at: <http://www.lamar.edu/about-lu/administration/risk-management/index.html>. Following are procedures for the first two:

Severe Weather:

- Follow the directions of the instructor or emergency personnel.
- Seek shelter in an interior room or hallway on the lowest floor, putting as many walls as possible between you and the outside.

- If you are in a multi-story building, and you cannot get to the lowest floor, pick a hallway in the center of the building.
- Stay in the center of the room, away from exterior walls, windows, and doors.

Violence/Active Shooter (CADD)

- **CALL** - 8-3-1-1 from a campus phone (880-8311 from a cell phone). Note: calling 9-1-1 from either a campus phone or cell phone will contact Beaumont City Police Dispatch rather than University Police.
- **AVOID** – if possible, self-evacuate to a safe area outside the building. Follow directions of police officers.
- **DENY** – Barricade the door with desks, chairs, bookcases or any other items. Move to a place inside the room where you are not visible. Turn off the lights and remain quiet. Remain there until told by police it is safe.
- **DEFEND** – Use chairs, desks, cell phones or whatever is immediately available to distract and/or defend yourself and others from attack.

Academic Continuity Statement

This online class will continue in the event of an announced campus closure due to a hurricane or other disaster. If you are influenced by such disaster and are unable to continue course remotely, please inform to the instructor for an accommodating arrangement.

Syllabus Agreement

When you take the syllabus quiz, please make sure that you sign the syllabus agreement and the academic integrity policy electronically. The academic integrity policy is posted on Blackboard. The syllabus agreement read as follow:

I have received the COMM 3361 syllabus. I have read and agree to the policies set forth in the syllabus, including the Academic Integrity Statement listed above. By enrolling as a student in COMM 3361 at Lamar University, I have agreed to abide by all rules prohibiting academic dishonesty (including plagiarism) and understand it is my responsibility to successfully use technology to success in this course.

I will sign an agreement on Blackboard and my signature also confirms that I agree to and will abide by the course policies set forth in this syllabus.