Bossier Parish Community College  
Master Syllabus

Course Prefix and Number: COMM 164  
Credit Hours: 3

Course Title: Creating Digital Presentations

Course Prerequisites: COMM 216 or permission of instructor

Textbook: None

Course Description: This course will concentrate on the graphic design features in Photoshop which include working with layers, type, paint and pen tools, vector masks, smart objects, and shapes. The objective is to provide the student with the tools to create effective promotional materials for advertising purposes.

Learning Outcomes:
At the end of this course, the student will be able to:

A. identify those characteristics of effective page layouts used in advertising;
B. utilize layers, effects, vector masks, smart objects, and smart filters; and
C. work with the paint and pen tools to create free-hand designs.

To achieve the learning outcomes, the student will:

1. design a page layout which is easy to follow and is appealing to the viewer. (A, B)
2. create a raw draft publication using type, layer, styles, and effects. (A, B)
3. create a logo using the paint and pen tools, layer styles, and effects. (B, C)
4. design and produce a complete promotional campaign which will include a logo design, business cards, flyer, and brochure. (A, B, C)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
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<tr>
<td>B</td>
<td>80 – 89</td>
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<tr>
<td>C</td>
<td>70 – 79</td>
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<tr>
<td>D</td>
<td>60 – 69</td>
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<tr>
<td>F</td>
<td>0 – 59</td>
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</tbody>
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Attendance Policy: The college attendance policy is available at http://www.bpcc.edu/catalog/current/academicpolicies.html

Course Fees: $45.00
Nondiscrimination Statement:  Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

Title VI, Section 504, and ADA Coordinator  
Sarah Culpepper, Manager  
Career Services, D-108  
6220 East Texas Street  
Bossier City, LA 71111  
Phone: 318-678-6539  
Email: sculpepper@bpcc.edu  
Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.

Equity/Compliance Coordinator  
Teri Bashara, Director of Human Resources  
Human Resources Office, A-105  
6220 East Texas Street  
Bossier City, LA 71111  
Phone: 318-678-6056  
Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.

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