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## DMDC 0100 Web and Graphic Design Program Orientation

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Instructors: <https://www.davistech.edu/web-and-graphic-design#faculty>

Room: HJB 102-104

Classroom Hours: Monday – Friday 8 a.m. – 3 p.m. (11 a.m. – 12 p.m. Lunch)  
Monday – Thursday 3:00 p.m. – 9:00 p.m.

Advisement Hours: During classroom hours



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### Introduction

Welcome to the Web and Graphic Design program at the Davis Technical College (Davis Tech)! The purpose of this program orientation is to familiarize you with information specific to the program and its unique policies and procedures. You are required to read this document thoroughly and discuss any unclear sections with your instructor or a Career and Academic Advisor. You may also review college policies on the Davis Tech website ([www.davistech.edu](http://www.davistech.edu)), or in Student Services.

### Program Description

Web and Graphic Design is one of the fastest-growing and highest-paying careers in the creative field today. The Web and Graphic Design program at Davis Tech employs both creative and technical skills while designing websites, creating custom graphics, writing code, and developing dynamic marketing campaigns. By combining classroom experience with real-world projects, this program is for students seeking careers in web development, graphic design, and digital marketing.

To prepare students to compete in the high-tech industry, students learn to both write code for websites (HTML, CSS, JavaScript, PHP) as well as utilize the industry-standard Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, and After Effects.

Successful completion of this certificate program provides students with entry-level skills for employment in the incredibly diverse web development, graphic design, and digital marketing industry.

### Program Objectives

Students will learn new skills through video tutorials, textbook tutorials, and real-world hands-on projects. Upon completion of this program, students will have received specialized training as a Web & Graphic Designer and Digital Marketer. Students will study and apply the following while enrolled in the Web and Graphic Design program:

**Core Objectives:**

- Understand the difference between Fine Art and Digital Marketing Industries
- Manipulate raster images using Adobe Photoshop
- Create vector graphics and illustrations using Adobe Illustrator
- Design using contrast, repetition, alignment, and proximity—the four basic design principles
- Create Responsive Websites (Mobile-First / Progressively Enhanced) using HTML, CSS, and JavaScript that will work on all devices and screen sizes
- Create dynamic User Interfaces and delightful User Experiences
- Optimize websites to load quickly and rank highly in search engines
- Design effective Information Architecture schemas
- Develop custom themes for industry standard Content Management Systems (CMS)
- Establish an online Web & Graphic Design portfolio

**Elective Objectives:**

- Develop web applications using industry standard programming languages and advanced frameworks (ReactJS)
- Develop marketing channels for customer promotion
- Edit digital videos with produce special effects
- Edit the animated film by using Adobe Premier Pro and/or After Effects
- Experience real world design processes and client interactions
- Create publications using Adobe InDesign
- Demonstrate an understanding of the print and prepress process
- Select correct fonts, font types, and colors for specific publications
- Design and perform as a junior UX/UI designer
- Apply foundational principles and processes to all visual designs

**General Information**

You can access this orientation on the Davis Tech program web site, as well as current information on the following items:

- Admission Requirements
- Classroom Availability
- Training Location
- Graduation Requirements
- Course Descriptions
- Program Requirements
- Gainful Employment Disclosures
- Estimated Cost (*tuition, fees, program and course materials*)
- Financial Aid
- Credentials
- Job Outlook
- Transfer Options



- Academic Agreements
- Industry Licensing and Certification

## **Student Advisement**

Web and Graphic Design faculty are available for student advisement during the hours listed at the beginning of this orientation. These meetings will allow you and the instructor to accomplish the following tasks:

- Update any changes in your employment status and contact information in Northstar.
- Review course performance and attendance requirements.
- Define and clarify training and career goals.
- Select appropriate courses according to your interest and aptitude and that achieve program completion requirements.
- Discuss professional work ethic.
- Discuss challenges and Davis Tech support services that can help improve your success.

## **Scheduling**

Courses in this program have an open-start/defined-end schedule. Students in this program may start courses at any time. Following course enrollment, the student receives a schedule that shows the date by which they must have completed the course. Students who fail to complete a course by the end date will be required to re-enroll and repay for the course. This type of scheduling is also referred to as course based, because you pay for a course at a time.

## **Campus Technology**

Each time that you attend class, you will log in to and out of the Northstar Classroom Login Station using your 10-digit student number. You were given this number when you completed the Davis Tech enrollment process. You will use your student number to access the Student Portal as well. Your instructor will provide you with information on Canvas access.

You can access Canvas from any internet-connected computer at the following URL:

<https://davistech.instructure.com/login>. If you have problems logging in to Canvas, please see your instructor or email [online.support@davistech.edu](mailto:online.support@davistech.edu). If you encounter technical problems while in Canvas, use the Help button in Canvas and the “Report a Problem” link. A general orientation to Canvas can be found in the New Student Orientation, but faculty will also offer an orientation specific to technology in your program on your first day of class.

## **Students with Disabilities**

If you have a disability that may require accommodation, contact and work through the counseling service located in Student Services.

## **Competency-Based Training**

Davis Tech courses are competency-based, requiring you to demonstrate your knowledge and skill according to industry-based objectives and performance standards. Course lengths are based on actual clock-hours and are calculated on the average length students are expected to complete designated course work. At the beginning of each course, you purchase or receive course



curriculum which provides guided learning modules for you to follow. This includes the amount of time that should be spent on each learning activity. This will help you to meet industry time standards and to complete course work in an appropriate amount of time.

### **Face-to-Face/Hybrid Education**

Some courses in this program combine work that must be completed face-to-face (F2F) on campus with the convenience of work that can be completed independently using Canvas, a learning management system. When you log in to Canvas, you will find Guidelines for Success in a Hybrid/Online Course; a tutorial for using the learning management system; email requirements; netiquette, technical support and troubleshooting guidelines.

### **Program Safety**

Office environments like those in digital media are often seen as free of safety issues, and it is true that office workers are at a lower risk of workplace injuries than most occupations. However, it is still important to talk about safety with our digital media students. You will learn more about safety in our DMDC 0000 orientation course, but you should also be aware of these basic safety issues while in our program:

- Make sure your desk setup is ergonomic
- Take regular breaks and get up and move around
- Notify an instructor if electrical cords are worn or misplaced
- Know our emergency procedures and evacuation plans (posted in our classroom)

### **Performance Standards**

#### **Progress**

Progress is calculated by the number of scheduled hours versus the amount of coursework completed. Program progress must be maintained at 67 percent or better to be eligible for financial aid. It is recommended that progress be maintained at 85 percent or better. This will ensure that you can complete the program in a timely manner. If you have difficulty meeting 85 percent progress, please meet with your instructor. If you do not complete a course by the end date, you will have to pay for the course again (adult students only), and a faculty member will help create a Student Success Plan to ensure your success on a second attempt.

#### **Grading**

Davis Tech courses are competency-based, requiring you to demonstrate your knowledge and skill according to industry-based objectives and performance standards. Course lengths are based on actual clock-hours and are calculated on the average length students are expected to complete designated course work. At the beginning of each course, you purchase or receive course curriculum which provides guided learning modules for you to follow. This includes the amount of time that should be spent on each learning activity. This will help you to meet industry time standards and to complete course work in an appropriate amount of time.

Web and Graphic Design course and/or module grades are issued based on the following scale:



A	94-100%	A-	90-93%		
B+	87-89%	B	84-86%	B-	80-83%
C+	77-79%	C	74-76%	C-	70-73%

Students who score less than 70% will not be considered as completing the course. Specific performance and grading information is included in each course syllabus.

For high school students, grading is determined by an average of the grades given from each instructor that a course was taken from during the school term. The high school reserves the right to lower student grades if attendance is not maintained.

Grades will be given to all students for courses that are articulated with Weber State University based on progress factor, module tests, final competency test, past academic performance and student attendance. Note that Weber State University only accepts coursework in which students earned a grade “B” or better.

Web and Graphic Design students are responsible for printing their progress reports and reviewing them with the instructor in the first week of each month. The instructor will explain how to read a progress report and will provide feedback about your progress in the course and program.

### **Academic Performance**

Your success in this program is important to us. We will work with you to help you succeed, but if we feel that you are not meeting the minimum standards as described in this orientation, we are committed to taking appropriate actions to help you improve. The following steps may be taken if you fail to meet the minimum performance, progress and attendance standards or violate Web and Graphic Design policies and procedures:

#### **Academic Probation**

Students who are on academic probation may lose federal financial aid, scholarship eligibility, or sponsorship and benefits, as determined in accordance with college Financial Aid requirements and Department of Education regulations.

If you are unable to complete a course by the course end date or meet program performance standards, you will be put on probation and a Student Improvement Plan will be developed. The plan will include details of the unsatisfactory performance, outline a plan and timeframe for performance improvement and describe the process that will be used to monitor and evaluate future performance. This plan will be submitted to Student Services to become part of your student record. The plan will be signed by you and the instructor.

If you are unable to correct the unsatisfactory performance or complete the repeated course by the repeated course end date, you will remain on probation and will need to meet with your instructor and a college counselor to modify and further define the Student Improvement Plan. The instructor and counselor may also evaluate barriers that might prevent your success in the program and whether or not other training options should be considered.



If you fail to meet the performance standards outlined in the Student Improvement Plan, you will be required to participate in a Committee Review in order to continue as a student at Davis Tech. The committee will be composed of you, the instructor, the program director, an impartial program director, and a college counselor. The committee will evaluate the corrective actions taken by the college, the Web and Graphic Design program and you to determine a mutually beneficial course of action. Possible options may include but are not limited to: continued academic probation, additional assessment, recommended change to another educational program, suspension, or termination from the program.

If you fail to appear for the Committee Review, you may be considered for disciplinary termination. If you have received a Student Improvement Plan or have been placed on academic probation and subsequently leave the institution, you may be considered for disciplinary termination. If you are terminated for academic performance, you must meet with a Career and Academic Advisor to discuss a plan for correction before being permitted to re-enroll at Davis Tech.

### **Problem Resolution**

If you are not satisfied for any reason with classroom management, grading or academic disciplinary actions taken, discuss your concerns with faculty in your program. If this does not resolve your concerns, please contact Student Services.

### **Disciplinary Termination**

If you have received a formal plan for improvement or have been placed on academic probation and subsequently leave the institution, you may be considered for disciplinary termination.

### **High School Students**

Your success in this program is important to us. We will work with you to help you succeed, but if we feel that you are not meeting the minimum standards as described in this orientation, we are committed to taking appropriate actions to help you improve.

High school students must meet minimum standards in grading, progress, and attendance before transitioning into a place in the program as an adult student. These standards are established by the program and may differ across the college. In the Architectural and Engineering Design program, a high school student, who will become an adult student, should meet the following minimum standards:

Attendance: 85 percent      Progress: 85 percent      Grade: 85 percent

If you do not meet Davis Tech or Web and Graphic Design performance standards, you will be subject to academic discipline. Reasons for academic discipline include but are not limited to violations of Davis Tech or program policies and procedures, violations of academic integrity, failure to maintain minimum attendance standards, failure to maintain progress standards, and repeating a course.



## **Attendance**

Attendance must be maintained at 67 percent or better to be eligible for financial aid. The Web and Graphic Design program prefers 85 percent minimum attendance to ensure students can stay on track for timely completion of each course. Attendance is calculated using the number of scheduled hours versus the number of hours you are present in the classroom. To meet this requirement, you must be in class on the days and times that you are scheduled. Your attendance requirement may be higher depending on any sponsorship or financial aid stipulations that apply to you. You must log in and out of Northstar each time you attend class, so your attendance is documented.

Talk to your instructor when an absence is necessary. Excused absences will be given for job interviews, Davis Tech sponsored activities, major illness and or major life events, off-site training, or high school activities. If you require an extended absence from the program, consult with your instructor prior to the absence. If necessary, a counselor in Student Services may assist you in this process.

Students are expected to attend class for the hours they are scheduled. If you are absent for ten consecutive scheduled days, you will be withdrawn from Davis Tech. Per the College Student Records Policy, student attendance information may be released to potential employers.

## **Student Policies and Procedures**

You may find further information on institutional student policies and procedures here:  
<http://www.davistech.edu/student-policies>.

## **Instructor Response Time**

Your instructor will respond to any question regarding the program, assignments, or assessments in 24 hours within the Davis Tech operational schedule.

## **Placement Services**

Placement services are available to you when you complete your program. These services include resume review, interview skills, and job placement assistance.

## **Student Follow-up**

Your success in finding employment is an indication of the quality of our instruction. To evaluate the effectiveness of our programs, we ask that you notify us of your employment status. If you are already employed, become employed, or if your employment status changes, please notify your instructor. You may also report current military service, the pursuit of additional education, or indicate reasons that may prevent you from completing your program or finding employment. If we don't receive a response from you, a Davis Tech employee will contact you to request your employment status.

## **Course Evaluations**

At the end of each course your curriculum will guide you to an online evaluation with questions about instructional content and your primary instructor. We appreciate and value your feedback. Although you will be asked to enter your student number, this is simply to verify the evaluation is



completed only once per student. Feedback is used for program improvement and professional development.

## **Policies for Web and Graphic Design Program**

### **Internet Use Policy**

Internet resources can be valuable for a student's education. Internet access is a privilege that may be withdrawn. Students are expected to be aware of and abide by the following:

1. Personal contact information may not be entered onto the Internet.
2. Students may use Lab Internet access only for teacher-directed educational activities.
3. Students may use the Lab Internet access only when authorized and supervised.
4. Prohibited Internet Uses:
  - a. Students may not access or create files or materials without authorization (offensive, profane, or pornographic files or materials are strictly prohibited).
  - b. Students may not use Internet games, multi-user domains (MUDs), or web chats.
  - c. Students may not plagiarize works or violate copyrights or trademarks.
5. Students do not have an expectation of privacy in files, disks, documents that have been used or created with Davis Tech equipment.
6. Disciplinary actions will be taken to meet the specific concerns related to violations of this agreement (e.g., loss of access to computers, dismissal from Davis Tech class, contact of your home school ATE Coordinator and Administration, suspension from home school, etc.).





### Web and Graphic Design Lab Policy

This lab has a strict computer lab policy. Your performance and behavior are under school and instructor's observation. Violators will be subject to termination. *(Check one at a time to indicate that you fully understand your responsibility in the lab.)*

- ☐ No food and drink are allowed in the lab.
- ☐ NO GAMES ARE ALLOWED on your machine.
- ☐ NEVER copy, download, or install software, games, or music onto or from your workstation unless they are schoolwork related with instructor's approval.
- ☐ If you choose to listen to music while you are studying, use your phone.
- ☐ No watching movies during class time. If the movie is related to your course assignment, please get your instructor's approval before you watch it.
- ☐ NEVER change the configuration of your workstation.
- ☐ Immediately report to the instructor if you notice something is wrong with your computer.
- ☐ NEVER swap hardware without asking the instructor's permission.
- ☐ Print only the materials or lab assignments for this class specifically. If printing material is not for this class but is schoolwork related, notify the instructor, and get the instructor's permission to do it. Please help us save paper and ink.
- ☐ Use the computer as a learning tool, not a toy. Take care of your computer. The course will not be enjoyable for you if your computer is not working.
- ☐ Use the Internet as your research tool. You must follow the Internet Use Policy. If you are caught accessing an Internet site without instructor's permission or accessing a questionable site, you will be dismissed from class.
- ☐ Set your phone ringer to vibrate. Please answer or make your personal phone calls outside the classroom.



## Web and Graphic Design Program Disclosure

Thank you for choosing the Davis Tech Web and Graphic Design program.

Make sure you have a complete understanding of all the policies and procedures included in the Program Orientation. If you have any questions, please ask your instructor before you sign this page. This signature page will be kept in your Student File folder by your instructor.

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I have received, read, and understand the following policies and procedures and agree to comply with the standards of behavior that are expected:

- ☐ The Davis Tech Student Grading and Performance Policy
- ☐ The Web and Graphic Design Program Lab Policy
- ☐ The Web and Graphic Design Program Internet Use Policy
- ☐ The Hardware/Software Acceptable Use Policy
- ☐ The Web and Graphic Design Program Outcomes (Completion Rate: 61%; Placement Rate: 70%)
- ☐ To complete the program in a timely manner, students must maintain 80% progress in their courses. Faculty may be advising students when they fall below this program recommendation to ensure students are set up for success.

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**Student Name** (Printed)

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**Student Signature**

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**Date**

*(Please sign and return this form to your instructor.)*

