

Public Presentation Techniques
FCS 4926-001
Syllabus
Fall 2012

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Office Hours:
Monday 3:15- 4,
Tuesday 9:15-10:15,
Wednesday 11-11:30 and 3:15-4,
Thursday 9:15-10:15 or by
appointment

COURSE DESCRIPTION

Development of visual merchandising techniques and materials to present goods and services in relationship to functional and aesthetic concerns. Prerequisites: FCS 2244

COURSE OBJECTIVES

This course is designed to help the student achieve the following objectives:

- interpret commercial space design elements for effective consumer presentations in merchandising and service agencies
- analyze target market strategies for diverse consumers, locations, products and situations,
- apply the design process as an integrative problem solving experience,
- create effective two and three dimensional commercial designs using computer aided drafting (CAD) technology, and
- evaluate visual presentations wholesale or retail merchandising, service agencies and food related industries.

COURSE TEXT

Fehrman, K.R. & Fehrman, C. (2004). *Color: The secret influence*. Upper Saddle River, NJ: Prentice Hall

Text and syllabus should be brought to class each week

Readings:

It is crucially important that you read before class for two important reasons: (1) class time will provide you with an opportunity to bring up any questions you may have about the readings, and (2) class time will be utilized to discuss the issues and topics raised in the readings. Lectures will not cover everything in the text and readings, but you will be responsible for understanding all of the reading material as well as the material presented during lecture. Preparation also includes being informed about what is happening in class. To stay informed, you must check your EIU email and check announcements on the WebCT course site. I will communicate with you via these

mechanisms, and it is your responsibility to check them regularly in order to ensure that you stay informed.

Supplies to Purchase:

You need to provide for this class your own personal thumb drive, 2-5 sheets of fine art paper, colored pencils (*Prismacolor* recommended) for “concept sketches” and planning exercises. A variety of colored pencils, the greater choice of colors you will have to think through your design the better your design work.

Course Requirements

1. Exams – 2 exams worth 75 points each (150 points)

Exams will begin promptly. Students not present for the distribution of an exam will not be eligible to participate.

Students will be unable to make up an exam without documentation of an excused absence. If a student is unable to attend class on the day an exam is scheduled, the instructor must be notified at least two weeks PRIOR to exam time. This notification must be followed up with appropriate documentation of the excuse for absence. If excused from taking an exam, the student must make up the exam within one week of the originally scheduled exam, or no credit will be allowed. A make up exam will not be of the same format as those given in the regularly scheduled class period. If the absence is not excused, then make up credit will not be allowed.

2. In-class Assignments (100 points)

Purchase an inexpensive pocket folder to hand in class assignments. These points will be assigned randomly throughout the semester and cannot be made up without documentation of an excused absence.

All assignments will be stamped on the date assigned or date due, but will be placed in the folder and handed in together. Please do not attempt to Xerox or copy another student's work in any manner if you miss class. The consequences are not worth it. (See Academic Integrity).

If a stamped assignment is missed due to an excused absence, the assignment must be made up within the next two class sessions. Please contact another student enrolled in the course for the assignment information. The assignment will be stamped only with documentation of the excused absence.

Folders are due at the beginning of class on the due date. Late folders will lose 10 points each day late including the date due and weekends. Please place your name clearly on the front of the folder with the class name and section number. Also place your name in the upper right hand corner of each assignment in the folder.

All assignments will be closely evaluated on content. Simply handing in the folder with all assignments does not guarantee a perfect folder. Folders will also be graded on neatness and the assignments being in correct order as instructed in class.

***Folder assignments will not be returned; only folders, sketchbooks and grades.**

3. Final Project (100 Points)

All details will be discussed in class on during the fourth week of class. A rubric and assignment description will be distributed on that day as well as posted on Web CT. **The final assignment will be due the last week of classes.**

4. Design Exercises/Out of Class Assignments (75 points)

5. Classroom Professionalism (25 Points)

1. **Attendance:** Regular attendance is expected on any job. Attending classes is a critical part of the student's job. Students are cheating themselves of what they are paying for when they do not attend class. Further, faculty will find it difficult to give positive job recommendations for a student who is repeatedly absent from class.

2. **Respect for faculty and other students:** Be courteous in the way you would like faculty and other students to be courteous to you. It isn't polite to walk in and out of class casually; this is disruptive and disrespectful of both faculty and other students. **Laptops are not allowed in class.**

3. **Catching up is the student's job:** If you miss class or arrive late, it is your responsibility to get the information you missed from other students.

4. **Arriving late for class or leaving early:** Arriving late and/or leaving early are disruptive to the professor and other students. Arrive on time and stay for the full period if you expect to be counted present. If you have an emergency and need to leave early, please talk to the professor prior to the beginning of class to explain this. It is not appropriate to come and stay only long enough to be counted in attendance.

5. **Talking to friends during class:** This is disruptive to both the professor and other students. It's easy to believe other students near you think it's o.k.—but that is usually not the case. This annoys most other students as well. When the professor comes to class to start, courteous students will stop talking for class to begin.

6. **Doing other work in class:** Students seem unaware of how easily a professor can see what each student is doing during a lecture. Doing other work, reading magazines, searching the internet, etc... is very obvious to the person standing at the front of the room.

7. **Cell phones:** If you bring these into class, these are not to be on! Having these go off in class is disruptive to the professor and other students. **No text messaging during class.**

8. HAVE FUN LEARNING AND PARTICIPATE!!!

***If you have a documented disability and wish to receive academic accommodations, contact the Coordinator of the Office of Disability Services at 581-6583.**

A percent score will be determined from the final point accumulation and a grade given no lower than indicated in the following distribution:

A = 100 - 90 % B = 89 - 80 % C = 79 - 70 % D = 69 - 60 %
No credit is earned for less than 60%

COURSE POLICIES

Due Dates. Assignments are due in class on the date given. Late assignments will not be accepted more than one day after due date and will not receive more than half of the total possible points. Consideration for make-up work is at the instructor's discretion. Assignments submitted through email are NOT accepted; assignments left in instructor's mailbox without previous permission from instructor will be considered late. Activities/quizzes will be administered during class throughout the semester. The quizzes cannot be made up.

Assignments completed outside of the classroom are to be typed, double-spaced, and proofread. Grammar, punctuation, and appearance will affect grades. *Written work containing more than five type-o's is unacceptable and will be returned to the student.* APA format will be used to document sources for assignments, along with one-inch margins, 12 pt. Times New Roman/Arial font, and printed in black ink only.

Tests. A mid-term and a final exam are scheduled (lectures, readings, techniques, and etc....); #2 pencils required. Makeup exams may be given with appropriate documentation. Arrangements for makeup must be made two weeks **prior** to an exam.

Attendance. Students are expected to demonstrate professionalism through attendance at all class sessions, preparation for class, and active involvement in class demonstrations, lecture and lab activities. *Attendance and staying on task each week is expected for **SUCCESS** in this course. Absences of any kind are detrimental to success in this course.*

Classroom Courtesy. As a courtesy to others and your instructor, there will be no newspaper reading, working on other course assignments, text messaging/cell phone or iPod use, or personal conversations during class. If you elect to do this, you may be asked to leave. No food or drinks are allowed in the textiles lab.

Email Communication. WebCT will be utilized in this course for email, grade postings, course materials, and announcements. Each student should monitor their WebCT account daily. Email messages containing poor grammar, punctuation, or improper language will not entertained.

Academic Integrity. *Eastern Illinois University is committed to the learning process and academic integrity that is defined in the Student Conduct Code (1.1). To encourage original and authentic written work, any written assignment created in this course may be submitted for review to Turnitin.com and will become a searchable document with the Turnitin-protected and restricted database.*

Standard I

Eastern students observe the highest principles of academic integrity and support a campus environment conducive to scholarship.

Violations of this standard:

- a. Conduct in subversion of academic standards, such as cheating on examinations, plagiarism, collusion, misrepresentation or falsification of data.
- b. Theft or the unauthorized possession of examinations; alteration, theft, or destruction of the academic work of others, or academic records, library materials, laboratory materials, or other University equipment or property related to instructional matters or research.
- c. Submitting work previously presented in another course unless specifically permitted by the instructor.
- d. Conduct which disrupts the academic environment; disruption in classes, faculty offices, academic buildings, or computer facilities.
- e. Complicity with others in violations of this standard

Taken from <http://www.eiu.edu/~judicial/studentconductcode.php#s1>. Please visit The Office of Student Standards if you have any further questions or contact the office at 581-3827.