

AR145.2 Graphic Design for Presentations

Spring 2006 Professor Anne Dutlinger 861.1678 dutlinger@moravian.edu

class format: studio

007 print design lab combo: 1+2/5
Tuesdays 8:30–11:00am

OBJECTIVES

To introduce the principles and techniques of graphic and information design.

Apply your time in and outside of this class, and you can:

- think more creatively to solve communication problems effectively & appropriately
- develop an understanding of and skills in developing and producing effective and appropriate visual communications
- choose & use the software appropriate to different design needs
- develop useful skills in the three major design applications—Photoshop, InDesign, and Illustrator
- present your ideas in thoughtful, accessible language
- produce professional visual work
- learn to create PDF files
- apply what you've learned to Powerpoint presentations

Within this framework, professional practices of graphic design, including the fundamentals of translating digital files to ink-on-paper and to the Web, will be introduced.

WHAT'S REQUIRED

1. Attendance. You cannot earn an A if you miss more than one class.
2. Follow-through. Get it done. On time.
3. Read and learn; listen and ask. Do the work.
4. Buy the book. (*Classroom in a Book for IllustratorCS*; available in the Art Dept office)

PROJECTS, DUE DATES ☺

2-week project; due on Tues Jan 31; **crit**

project description	% of your grade	length of project
1. What's Your Type? Hierarchy of meaning (Illustrator); using Extensis format 11 x 17" poster; b & w	10%	2 weeks

2-week project; due on Tues Feb 21; **crit**

2. Seeing Is Believing Manipulation, Variation, and Correction of Images (Photoshop) 4 x 10.5"; 2 pages	10%	2 weeks
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1-week project; in class; Tues Feb 28

3. Looking Good Getting the best quality, making it the right size; using the right file format, converting images for e-mail	10%	1 week
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NO CLASS MARCH 7 SPRING BREAK

project description	% of your grade	length of project
Tues March 14; 21; 28; three in-class lessons in Illustrator; each are due at end of class	4. Getting Good Illustrator Skills “Classroom in a Book”	30% 1 week each
Tues April 4	5. Doing Good Design a poster to urge FDA regulation on tobacco; Illustrator & Photoshop	10% 2 weeks
Field trip to NYC: required! “Doing Good” poster is due at beginning of class on April 11; crit	6. Field trip to New York All day—it’s all about seeing great design; (If you do not attend the field trip on April 7, 5% will equal an F)	5% April 7 8:00am-6:00pm
Tues April 18 “Show/Tell” Tues April 25 Last class; crit	7. Show/Tell Powerpoint presentation topic: tba	15% 1 week
	Attendance, class participation	10%

GETTING THE GRADE

whatever your career, your success will be determined by your ability to:

Listen. Ask. (If you don’t understand directions, how can you follow them?)

Respect limitations and protocol.

Interpret, communicate (and defend) your ideas.

Change. (Without being told to.)

Deal. (Don’t be a Complainer—be a Fixer. Initiate positive action.)

Follow through. (Be early.)

Do your research. (Go deep.) Get to know your reference librarians.

Anticipate problems. (Be prepared.)

Make work fun.

This class is a working studio. Please be on time.

If you are more than 15mins late, you are counted as absent.

If you are late more than two times, your grade is lowered one-half a letter, i.e., C becomes C-.

Come to class prepared to work and have all work ready as specified on the syllabus.

Do not leave early. Don’t just walk out. (It’s rude.)

ABSENCES

Absences affect your work, so they affect your grade.

Call Jan (x1680) if you are going to miss class. (Ahead of time.)

? re:
Academic Honesty Policy:
See the Moravian College
Student Handbook

Excused absences require you make up the work*
within one week of your absence.
(Sickness, w/note from health center; death in the family;
extenuating circumstances, i.e., 15 inches of overnight snowfall)

*If you don't make up the work in time, your grade is lowered.

Unexcused absences seriously affect your grade.
One unexcused absence is allowed. (mental health)
ALL other unexcused absences lower your final grade one-half a letter.
i.e., two absences lower your grade one full letter grade.

When you are absent from class it is your responsibility to get the
information which was covered in class from one of your classmates.
Do not expect me to reteach you the material.

PROBLEMS/CONCERNS/SUGGESTIONS/QUESTIONS

Talk to me. My office hours are on Wednesdays & Thursdays 1:30-3:00pm
and on some Friday afternoons* or by appointment.

*Please be sure to e-mail me if you want to meet me on a Friday.

To confirm our appointment, e-mail me at: dutlinger@moravian.edu

I will confirm our appointment. If I don't, I haven't received your message.

Check with Jan x 1680 if you are really desperate to find me.

PROJECT SUBMISSION GUIDELINES

"Real world." Pro-quality. Strong ideas. On time.

The habits you form here, and how you apply them, will determine you getting, and keeping,
a job. Clients employ and depend on designers who are not only skilled, talented, flexible,
and good communicators, but who are reliable.

Talent does not meet a deadline, and charm does not excuse a missed one.
Planning and discipline are just other words for planning ahead and
doing things when, that is, before they need to be done. Allow time for revisions,
problems, mistakes, misunderstandings, & computer/printer difficulties.

Excuses are always excuses.

As Oscar Wilde said, "Never apologize, never explain."

("Just Do It.")

Getting the grade you want:

All projects must be turned in at the end of class on the due date.

All projects must be professionally prepared—in envelopes with your name.

Work must be as described in class or as outlined on the assignment sheets.

Any project not turned in at the end of class will have its grade lowered by one-half letter.

On time is on time. Late is late.