

# graphic design for presentations

art 145.2

**Instructor:**  
**Katrina Laubach**

**Class format: Studio**  
**Macintosh platform**  
**Room 007 Print Design Lab**  
**Mondays 6:30<sup>pm</sup> to 9<sup>pm</sup>**

## objectives

To introduce the principles and techniques of graphic design and apply to daily projects and presentations through the following:

- develop useful skills and knowledge in several programs such as Photoshop, Illustrator, and InDesign
- apply useful skills to real-life projects to communicate effectively and appropriately
- become familiar with the technical aspects of design and its equipment
- present your work in a professional and thought-provoking manner
- learn to develop PDF files
- apply what you have learned to Microsoft Office programs

## requirements

1. Attendance.  
In an introductory once-a-week class, attendance is crucial in applying and understanding. You cannot earn an A if you miss more than 1 class.
2. Do the work. Hand it in on time.
3. Come to class prepared. Do the reading and participate in class.

## supplies

1. Required reading: "The Non-Designers" Design Book  
Second Edition by Robin Williams  
Published by Peachpit Press  
ISBN 0-321-19385-7
2. USB flash drive to save work- minimum of 256 MB  
Art Office has them for sale or you can find in many stores

Spring Semester 2007

# grading

Attendance and class participation	20%
Class activities	20%
Project: Photoshop is Fun poster	10%
Project: Yellow Pages Ad Redesign	10%
Project: Letterhead and Business Card	10%
Project: Brochure	10%
Final Project: Collective Powerpoint	15%
Field trip	5%

All work will be graded on 3 aspects: 1) Creativity/Problem Solving, 2) Presentation/Execution, and 3) Deadline. If you are unhappy with your grade, you have the option to rework your project and be regraded. Your project will be graded again and the final grade will be the two grades averaged together.

# presentation of work

All work is to presented professionally. Spell-checked, cropped, trimmed and mounted neatly, free of dirt, smudges, ragged edges, etc. Please make sure your name is clearly labeled somewhere on all of your projects. All projects must be turned in at the end of class on the due date. Late assignments will be lowered 1/3 letter grade (example A+ to A) per day.

DEADLINES ARE VERY IMPORTANT IN THE REAL WORLD AND WILL ALSO BE VERY IMPORTANT IN THIS CLASS. HAND YOUR WORK IN ON TIME. Allow time for mistakes and computer/printer problems. Technical problems (ie printer won't print my project or my computer crashed) are not valid excuses for late work and will be counted as late.

# absences/tardiness

This is a studio class that only meets weekly, so it is very important that you show up for class and be punctual. Being late or absent severely affects your work, so it affects your grade. If you know you will need to be late or absent, please tell me in advance.

**Tardiness:** If you are more than 15 minutes late more than once (without prior notice or discussion), your grade will be lowered 1/3 letter point (example B to a B-)

**Absences:** Excused absence: sickness with note from health center, death in the family, extenuating circumstances, such as severe weather. Everything else is an unexcused absence. **Everyone is allowed 1 unexcused absence.** All other unexcused absences will lower your grade 1/3 letter point (example B- to C+) per absence.

If you are absent from class for any reason, it is your responsibility to make up all work and get all information covered during class. It is crucial you make up your work so that you are not behind for the remainder of the class. If you are absent a day a project is due, it is your responsibility to get it to me on time.

## concerns/questions/suggestions

If you have any questions, concerns, recommendations, feel free to talk to me about it. We can setup a time to talk. Because I am not on campus full-time, feel free to send me an email or give me a call if between Monday evening classes. My "office" hours are from 9-9:30 after class every Monday.

## academic honesty policy

Please refer to the Moravian College Academic Honesty Policy in the student handbook.